

TO: Distribution

FROM: Marketing Information & Analysis / David Burrows / Ian Weinkselbaum

SUBJECT: INTEGRATED WEEKLY NIELSEN REPORT-WEEK ENDING 10/1/94

DATE: October 18, 1994

SUMMARY

- Marlboro's 4wk. share remained at its highest level to date (29.3%).
- GPC posted a +0.4 point weekly share gain to 5.1%.
- However, Doral maintained its position ahead of GPC as the industry's largest Discount entry.
- The Discount category remained at its YTD low (30.8%, 4wm).

KEY FINDINGS**All Outlets Combined**

- PM's weekly share declined -0.4 points versus week-ago to 46.1%, offsetting last week's gain, with Marlboro accounting for the majority of the loss. The company's four week performance was off -0.3 points versus the prior four week period to 46.2% (its lowest level since April), with Cambridge and PM's PLs accounting for the decrease.
- Marlboro's weekly share was down -0.4 points week-to-week to 29.2%, while the franchise's four week share experienced a modest +0.05 point increase to 29.3% (maintaining its highest share level to date).
- PM OPB's share was stable on both a weekly (8.7%) and four week basis (8.8%). PM's Discount share (8.1%) was stable versus week-ago while its four week share was off -0.3 points versus the prior four week period to 8.1% (its lowest level year to date), with Cambridge and PL franchises accounting for the loss.
- RJR's weekly share declined -0.1 point versus week-ago to 28.9%, while its four week performance was up +0.3 points versus the prior four week period to 29.1% (its highest level since April), primarily driven by Doral (+0.3).
- Harley Davidson's weekly share was unchanged versus week-ago at 0.3%, with the percent of stores selling down slightly to 30% (see page 3 for details on introductory performance).
- The Discount category's weekly share gained +0.5 points week-to-week to 30.9%, primarily driven by GPC. The category's four week share was off -0.2 points versus four weeks-ago to 30.8% (its lowest level since August 1992), with losses by PM's PLs, Monarch, GPC and Cambridge more than offsetting Doral's advance.

Convenience Stores

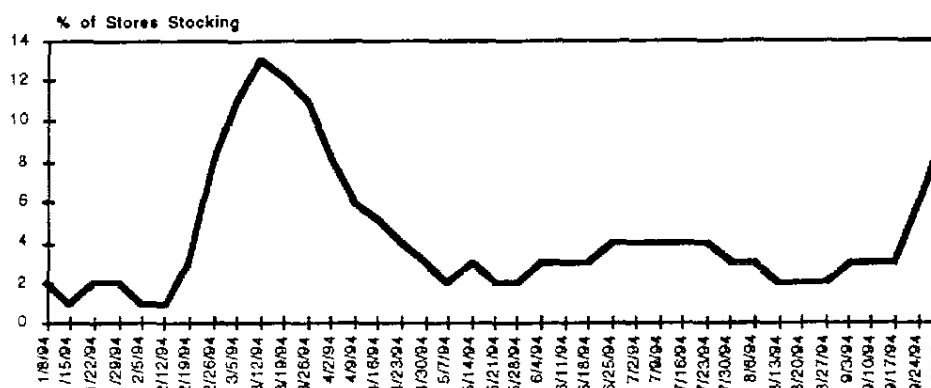
- PM's weekly share was down -0.6 points on both a weekly and four week basis to 47.5% and 47.7% (its lowest level since April) respectively. The week-to-week decline was accounted for by Marlboro and Basic, while on a four week basis, Marlboro and each of the major Discount franchises contributed to the loss.
- Marlboro's share (32.2%) declined on both a weekly (-0.5 points) and four week (-0.1) basis.
- RJR's weekly share was off -0.1 point versus week-ago to 28.1%, with losses by Winston and PL franchises more than offsetting Monarch's increase. On a four week basis, the manufacturer gained +0.4 points versus the prior four week period to 28.3%, with Doral and Camel accounting for the advance.
- The Discount Category's weekly share increased +0.9 points week-to-week to 31.7%, primarily driven by Liggett's PLs and GPC. However, the category's four week performance was off -0.3 points versus the prior four week period to 31.4%, despite Doral's positive performance.

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EMERGING TRENDS

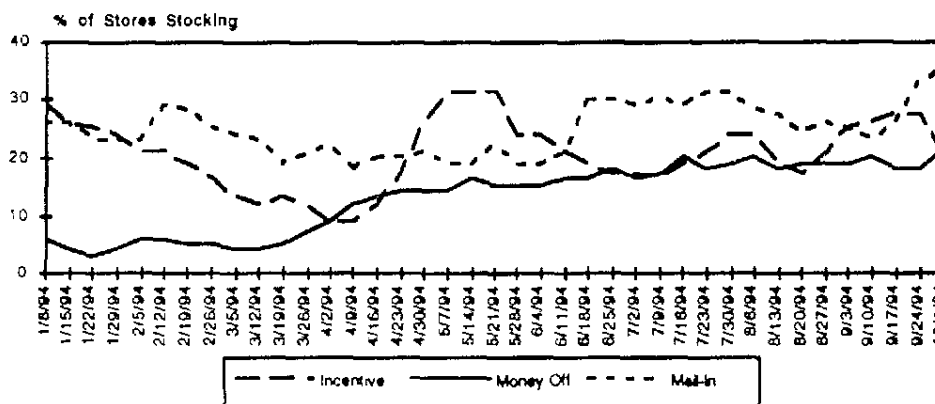
- Marlboro incentive deal activity was up +1 point versus week-ago to 11%, possibly reflecting initial implementation of the 3 pack with cap Country Store offer.
- Merit incentive incidence increased to 6% of c-stores, reflecting implementation of a 2 pack with lighter offer. The franchise's mail-in offer expanded to 3%, reflecting implementation of Merit Awards continuity catalog at retail.
- Basic free product deal activity expanded to 7% this week, reflecting implementation of a B2G1F promotion.
- Promotional support for Winston continues to decline, with free product, incentive and money-off deals down to 14%, 15% and 29% respectively.
- Doral's free product incidence expanded to 9% of c-stores this week (primarily B2G1F), up +6 points over the latest two weeks, with the highest incidence in Region 3 (21%).

DORAL FREE PRODUCT INCIDENCE
CONVENIENCE STORES



- Camel incentive deal activity declined to 21% of c-stores, likely influenced by RJR's recall of lighters included in a 2 pack incentive deal. However, Camel money-off and mail-in offer (Camel Cash catalog) remained at historically high levels (21% and 35% respectively).

Camel Promotional Incidence
Convenience Stores



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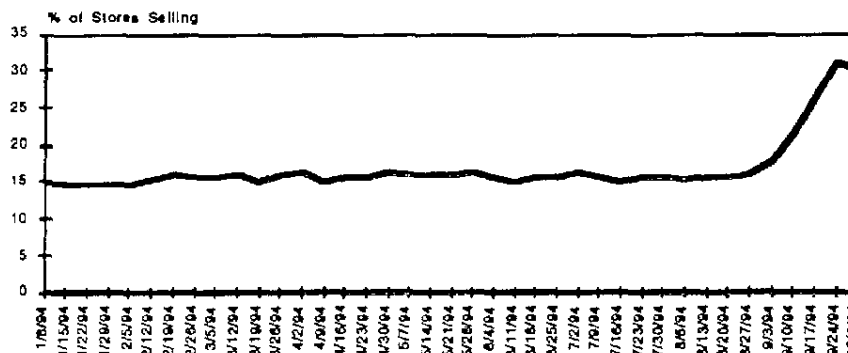
The following is an update on Harley Davidson's performance during its first month of expanded distribution.

- The franchise's all outlet share has increased to 0.2%, with the strongest performance in Regions 2 (0.5%), 3 (0.4%) and 5 (0.1%).

HARLEY DAVIDSON PERFORMANCE BY REGION			
	Chg. Vs		
	Aug-94	Sep-94	Month-Ago
TOTAL US	0.11	0.24	0.13
REGION 1	0.00	0.00	0.00
REGION 2	0.08	0.47	0.39
REGION 3	0.36	0.40	0.04
REGION 4	0.05	0.05	0.00
REGION 5	0.01	0.14	0.13

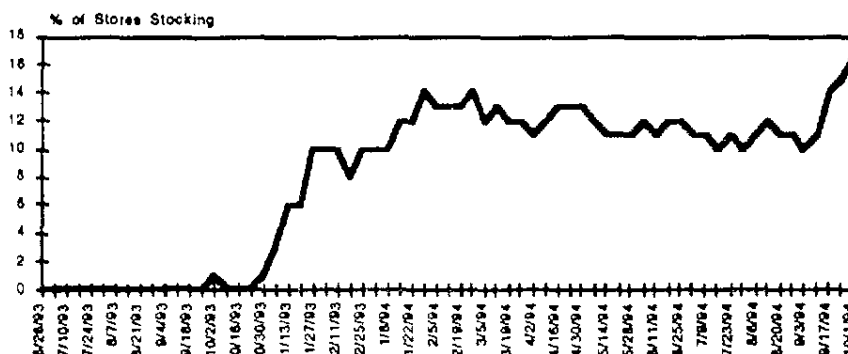
- Harley's retail distribution in all outlets combined has expanded to 30% of stores (indicating a currently weekly share of 1.0% in stores selling), with availability concentrated in Regions 2 (49%), 3 (54%) and 5 (26%).

HARLEY DAVIDSON DISTRIBUTION
ALL OUTLETS COMBINED



- Harley's promotional incidence (all of which has been money-off deals, primarily 50¢ IRC's) has expanded to 17% of c-stores (w/e October 1), with activity concentrated in Regions 2 (20%) and 3 (39%).

HARLEY DAVIDSON MONEY-OFF INCIDENCE
CONVENIENCE STORES



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Distribution:

C. Abbruscato	N. Ellis	S. Jannetta	M. Moore	T. Saloun
P. Amerson	G. Fawcett	C. Johnson	J. Moose	M. Schroeder
R. Anise	P. Fernandez	E. Joyce	J. Morgan	B. Schuyler
M. Anton	R. Ferrin	M. Joyce	J. Mortensen (R5)	C. Schwab
T. Beane	C. Finch (R3)	T. Keim	M. Murphy	A. Schwartz
D. Beran	S. Fuller	F. Kelly	W. Murray	B. Shah
D. Berenson	L. Funness	J. Kiemen	B. Neidle	R. Simons
G. Bible	T. Garguilo	S. Kirkman	D. Nelson (R1)	A. Sinha
B. Bittner	E. Gawronski	L. Lembo	J. Nelson	W. Smith
G. Blumenson	E. Gee	S. LeVan	T. Nelson	J. Spector
J. Bonhomme	H. Glastein	C. Levy	S. Norris	D. Stern
R. Bucciarelli	P. Godwin	B. Lewis	C. Norrington	N. Suter
W. Campbell	A. Goldfarb	J. Lichtman	S. O'Brien	M. Szymanczyk
J. Chaump	M. Gordon	H. Long	N. Parmet	C. Tucker
J. Clary (R2)	R. Gordon	H. Lu	V. Penninti	J. Turner
C. Cohen	J. Greene	N. Lund	S. Piskor	A. von Germeten
D. Cohen	H. Harwood	M. Maggio	D. Potter-Hogg	M. Waldman
N. Conrad	P. Henriques	M. Mahan	R. Potts	R. Webster
G. D'Alessandro	D. Himmel	J. Margolis	S. Rafferty	B. Weinstein
S. Darrah	B. Hopkins	T. McGovern	T. Rehm	L. Wexler
J. de Castro	K. Houghton	R. Mikulay	T. Resman	R. Whalen
P. Dodd	A. Hyland	D. Miller	J. Ricks	H. Willard (R4)
G. Eastburn	D. Ince	J. Miller	R. Robinson	
K. Eisen	J. Isaacs	K. Miller	S. Rush	

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**INTEGRATED NIELSEN PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 10/1/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	Sep-94	9/10	9/17	9/24	10/1	Diff vs. wk-ago	9/10	9/17	9/24	10/1	Diff vs. 4w-ago
Philip Morris	41.63	45.50	46.12	48.54	46.67	46.47	46.30	46.24	46.13	46.08	46.44	46.06	-0.38	46.42	46.32	46.28	46.18	-0.26
PM Premium	31.00	34.90	36.98	37.52	37.76	37.84	37.77	38.04	38.00	37.85	38.31	37.93	-0.38	38.09	38.06	38.07	38.02	0.03
PM Discount	10.51	10.56	9.11	9.00	8.90	8.62	8.49	8.16	8.11	8.21	8.11	8.09	-0.02	8.30	8.24	8.18	8.13	-0.29
PM Branded Discount	7.55	7.81	7.30	7.27	7.17	7.04	6.99	6.80	6.75	6.83	6.77	6.76	-0.01	6.85	6.82	6.80	6.78	-0.16
PM Private Label	2.96	2.75	1.81	1.74	1.74	1.59	1.49	1.37	1.36	1.39	1.34	1.33	-0.01	1.45	1.42	1.38	1.35	-0.13
PM Assorted Promo	0.11	0.03	0.03	0.01	0.01	0.02	0.03	0.03	0.02	0.02	0.02	0.04	0.02	0.04	0.03	0.02	0.03	0.00
R.J. Reynolds	33.58	31.87	28.99	28.57	28.40	28.54	28.82	29.00	29.24	29.12	28.98	28.85	-0.13	28.87	28.95	29.03	29.05	0.27
RJR Premium	16.88	16.72	16.76	16.83	16.74	16.92	17.03	17.04	18.97	17.14	17.10	17.05	-0.05	18.98	18.98	17.04	17.07	0.07
RJR Discount	16.51	15.06	12.16	11.68	11.60	11.55	11.72	11.89	12.19	11.90	11.81	11.73	-0.08	11.82	11.89	11.92	11.81	0.20
RJR Branded Discount	11.77	10.43	8.23	7.83	7.84	7.79	7.99	8.17	8.18	8.17	8.24	8.25	0.01	8.05	8.13	8.15	8.21	0.21
RJR Private Label	4.74	4.63	3.94	3.85	3.76	3.76	3.73	3.71	4.01	3.74	3.57	3.48	-0.09	3.77	3.77	3.77	3.70	-0.01
RJR Assorted Promo	0.20	0.09	0.07	0.06	0.06	0.07	0.07	0.07	0.06	0.07	0.07	0.07	0.00	0.07	0.07	0.07	0.07	0.00
Brown & Williamson	10.70	9.81	10.20	10.32	10.48	10.44	10.36	10.09	10.10	10.13	9.84	10.25	0.41	10.18	10.16	10.05	10.08	-0.18
B & W Premium	4.33	3.99	4.14	4.09	4.14	4.22	4.15	4.10	4.06	4.14	4.10	4.07	-0.03	4.11	4.12	4.11	4.10	-0.04
B & W Discount	6.37	5.82	6.06	6.23	6.33	6.22	6.21	5.99	6.03	5.99	5.73	6.18	0.45	6.07	6.04	5.95	5.98	-0.14
Lorillard	5.73	5.38	6.32	6.30	6.28	6.40	6.42	6.57	6.49	6.64	6.70	6.62	-0.06	6.44	6.51	6.56	6.61	0.17
Lorillard Premium	5.70	5.25	6.01	5.97	5.97	6.09	6.08	6.25	6.16	6.30	6.38	6.31	-0.07	6.11	6.17	6.23	6.29	0.20
Lorillard Discount	0.03	0.13	0.30	0.33	0.31	0.31	0.34	0.32	0.33	0.34	0.32	0.31	-0.01	0.34	0.33	0.33	0.33	-0.01
American Tobacco	5.92	5.50	6.29	6.20	6.15	6.15	6.12	6.11	6.07	6.12	6.07	6.10	0.03	6.10	6.12	6.11	6.09	-0.03
American Premium	3.29	3.04	3.13	3.12	3.10	3.07	3.06	3.07	3.05	3.08	3.06	3.04	-0.02	3.05	3.07	3.07	3.06	0.00
American Discount	2.63	2.45	3.15	3.08	3.05	3.08	3.06	3.04	3.02	3.05	3.01	3.06	0.05	3.05	3.05	3.04	3.03	-0.03
Amer Branded Discount	2.20	1.91	2.36	2.41	2.39	2.40	2.39	2.41	2.40	2.41	2.39	2.43	0.04	2.40	2.41	2.40	2.41	0.02
Amer Private Label	0.43	0.55	0.79	0.67	0.67	0.68	0.68	0.63	0.62	0.64	0.62	0.62	0.00	0.65	0.64	0.63	0.63	-0.04
Liggett	2.31	1.82	1.95	1.94	1.89	1.86	1.86	1.88	1.85	1.80	1.86	2.00	0.14	1.86	1.82	1.84	1.88	0.04
Liggett Premium	0.74	0.59	0.55	0.53	0.52	0.52	0.51	0.51	0.51	0.50	0.51	0.50	-0.01	0.51	0.50	0.51	0.51	0.01
Liggett Discount	1.57	1.24	1.40	1.41	1.37	1.34	1.34	1.37	1.33	1.29	1.35	1.50	0.15	1.35	1.32	1.34	1.37	0.04
Lig Branded Discount	0.36	0.27	0.36	0.34	0.30	0.28	0.22	0.19	0.18	0.20	0.18	0.19	0.01	0.20	0.20	0.19	0.19	-0.03
Lig Private Label	1.22	0.97	1.04	1.07	1.07	1.06	1.13	1.17	1.15	1.10	1.16	1.31	0.15	1.15	1.12	1.14	1.18	0.08
A/O Co.-International	0.13	0.12	0.15	0.14	0.14	0.14	0.12	0.12	0.13	0.11	0.11	0.12	0.01	0.12	0.12	0.12	0.12	0.00

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Source: Nielsen Integrated Panel.

INTEGRATED NIELSEN PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 10/1/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	Sep-94	9/10	9/17	9/24	10/1	Diff vs. wk ago	9/10	9/17	9/24	10/1	Diff vs. 4w ago
Philip Morris	41.63	45.50	46.12	46.54	46.67	46.47	46.30	46.24	46.13	46.08	46.44	46.08	-0.38	46.42	48.32	46.28	46.18	-0.26
PM Premium-Shr Prem	50.04	54.08	54.70	55.10	55.31	55.07	55.03	55.10	55.23	54.82	55.12	55.00	-0.12	55.29	55.20	55.12	55.04	-0.15
PM Discount-Shr Disc	27.88	29.91	28.25	28.32	28.15	27.67	27.19	26.49	26.09	26.63	26.71	26.18	-0.53	26.80	26.63	26.57	26.40	-0.73
PM Brd Disc-Shr Brd	26.63	29.55	29.60	29.71	29.37	29.22	28.91	28.39	28.20	28.47	28.61	27.99	-0.62	28.61	28.44	28.50	28.32	-0.53
PM PL- Shr PL	31.68	30.95	23.86	23.67	24.00	22.39	21.26	19.87	19.02	20.20	19.96	19.70	-0.28	20.61	20.38	19.92	19.72	-1.49
Marlboro	22.04	26.63	27.90	28.46	28.85	29.01	29.05	29.27	29.29	28.99	29.58	29.21	-0.37	29.33	29.25	29.29	29.27	0.05
Red	8.04	9.79	10.11	10.02	9.97	10.31	10.42	10.54	10.62	10.42	10.67	10.41	-0.26	10.58	10.55	10.57	10.53	0.03
Lights NM	9.85	11.70	12.75	12.72	12.59	12.91	13.07	13.30	13.29	13.20	13.46	13.36	-0.10	13.23	13.25	13.29	13.33	0.16
Gold	2.01	2.46	2.45	2.47	2.54	2.54	2.53	2.57	2.56	2.53	2.55	2.59	0.04	2.57	2.56	2.57	2.56	0.00
Medium	1.37	1.62	1.55	1.55	1.56	1.61	1.62	1.63	1.61	1.62	1.68	1.65	-0.03	1.61	1.61	1.63	1.64	0.02
Menthol	0.59	0.95	0.93	0.96	0.98	0.99	1.02	1.03	1.01	1.03	1.03	1.04	0.01	1.04	1.03	1.03	1.03	-0.01
Other PM Premium	9.06	8.30	9.09	9.06	8.91	8.83	8.75	8.79	8.73	8.87	8.74	8.73	-0.01	8.79	8.82	8.80	8.77	-0.02
Benson & Hedges	2.53	2.39	2.64	2.61	2.51	2.42	2.39	2.42	2.40	2.42	2.42	2.42	0.00	2.40	2.42	2.42	2.42	0.02
Merit	2.90	2.56	2.86	2.87	2.83	2.84	2.81	2.82	2.78	2.88	2.82	2.77	-0.05	2.81	2.83	2.83	2.81	-0.01
Virginia Slims	2.91	2.65	2.87	2.88	2.84	2.84	2.83	2.84	2.84	2.85	2.77	2.84	0.07	2.85	2.86	2.84	2.82	-0.03
Parliament	0.53	0.52	0.55	0.56	0.57	0.57	0.57	0.56	0.57	0.56	0.58	0.55	-0.03	0.57	0.57	0.57	0.56	-0.01
Saratoga	0.12	0.11	0.11	0.10	0.11	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.00	0.10	0.10	0.10	0.10	0.00
Cambridge	2.25	1.94	1.85	1.82	1.80	1.84	1.86	1.69	1.65	1.69	1.66	1.70	0.04	1.75	1.72	1.68	1.67	-0.14
Alpine	0.52	0.44	0.42	0.41	0.41	0.41	0.40	0.38	0.38	0.37	0.39	0.40	0.01	0.39	0.38	0.38	0.38	-0.01
Bristol	0.53	0.30	0.20	0.21	0.19	0.18	0.17	0.16	0.17	0.16	0.15	0.17	0.02	0.17	0.18	0.16	0.16	-0.01
Basic	4.00	4.95	4.70	4.69	4.62	4.50	4.47	4.47	4.45	4.51	4.47	4.42	-0.05	4.45	4.46	4.48	4.46	-0.01
PM Private Label	2.96	2.75	1.81	1.74	1.74	1.59	1.49	1.37	1.36	1.39	1.34	1.33	-0.01	1.45	1.42	1.38	1.35	-0.13
R.J. Reynolds	33.58	31.87	28.99	28.57	28.40	28.54	28.82	29.00	29.24	29.12	28.98	28.85	-0.13	28.87	28.95	29.03	29.05	0.27
RJR Premium- Shr Prem	27.24	25.90	24.80	24.71	24.52	24.62	24.81	24.68	24.67	24.83	24.60	24.73	0.13	24.64	24.63	24.66	24.71	0.01
RJR Discount- Shr Disc	43.78	42.65	37.71	36.74	36.67	37.06	37.55	38.56	39.23	38.60	38.88	37.97	-0.91	38.17	38.45	38.71	38.67	0.93
Brown & Williamson	10.70	9.81	10.20	10.32	10.48	10.44	10.36	10.09	10.10	10.13	9.84	10.25	0.41	10.18	10.16	10.05	10.08	-0.18
B & W Premium- Shr Prem	6.99	6.18	6.12	6.01	6.07	6.14	6.04	5.94	5.91	6.00	5.91	5.91	0.00	5.97	5.97	5.95	5.93	-0.08
B & W Discount- Shr Disc	16.89	16.49	18.78	19.61	20.03	19.95	19.90	19.44	19.42	19.43	18.87	19.99	1.12	19.60	19.55	19.31	19.43	-0.29
Lonitard	5.73	5.38	6.32	6.30	6.28	6.40	6.42	6.57	6.49	6.64	6.70	6.62	-0.06	6.44	6.51	6.56	6.61	0.17
Lonitard Premium- Shr Prem	9.20	8.14	8.89	8.77	8.75	8.86	8.86	9.05	8.95	9.12	9.18	9.15	-0.03	8.87	8.95	9.02	9.10	0.25
Lonitard Discount- Shr Disc	0.09	0.36	0.94	1.03	0.98	1.00	1.09	1.05	1.08	1.11	1.05	0.99	-0.06	1.09	1.08	1.07	1.06	-0.04
American Tobacco	5.92	5.50	6.29	6.20	6.15	6.15	6.12	6.11	6.07	6.12	6.07	6.10	0.03	6.10	6.12	6.11	6.09	-0.03
American Premium- Shr Prem	5.32	4.72	4.83	4.58	4.53	4.47	4.45	4.44	4.43	4.46	4.40	4.42	0.02	4.43	4.45	4.45	4.43	-0.02
American Discount- Shr Disc	6.97	6.95	9.78	9.68	9.66	9.88	9.82	9.86	9.73	9.88	9.92	9.89	-0.03	9.84	9.87	9.86	9.85	-0.01
Liggett	2.31	1.82	1.95	1.94	1.89	1.86	1.86	1.88	1.85	1.80	1.86	2.00	0.14	1.86	1.82	1.84	1.88	0.04
Liggett Premium- Shr Prem	1.19	0.91	0.81	0.77	0.76	0.75	0.75	0.74	0.75	0.73	0.73	0.73	0.00	0.74	0.73	0.74	0.74	0.01
Liggett Discount- Shr Disc	4.18	3.50	4.34	4.43	4.33	4.30	4.31	4.44	4.29	4.20	4.44	4.85	0.41	4.36	4.27	4.34	4.44	0.14

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Source: Nielsen Integrated Panel.

**INTEGRATED TOP 25 PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 10/1/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	Sep-94	9/10	9/17	9/24	10/1	Diff vs. wk ago	9/10	9/17	9/24	10/1	Diff vs. 4w ago
Marlboro	22.04	26.63	27.90	28.46	28.85	29.01	29.05	29.27	29.29	28.99	29.58	29.21	-0.37	29.33	29.25	29.29	29.27	0.05
Marlboro B4G1F	0.00	0.00	0.00	0.63	1.11	0.55	0.27	0.08	0.09	0.07	0.07	0.05	-0.02	0.16	0.12	0.09	0.07	-0.15
Winston	5.81	6.10	5.80	5.86	5.94	6.11	6.13	6.11	6.17	6.18	6.08	6.04	-0.04	6.13	6.12	6.13	6.12	0.00
Winston Select	0.43	0.58	0.84	0.92	1.02	1.23	1.26	1.25	1.32	1.30	1.21	1.15	-0.06	1.28	1.29	1.28	1.25	-0.02
Winston Select Lights	0.00	0.07	0.47	0.51	0.56	0.66	0.69	0.69	0.75	0.72	0.65	0.62	-0.03	0.71	0.71	0.70	0.68	-0.01
GPC	4.48	4.13	4.84	4.88	5.01	5.02	5.09	4.93	4.96	4.94	4.71	5.13	0.42	4.97	4.96	4.89	4.93	-0.09
Basic	4.00	4.95	4.70	4.69	4.62	4.50	4.47	4.47	4.45	4.51	4.47	4.42	-0.05	4.45	4.46	4.48	4.48	-0.01
Doral	4.27	4.66	4.53	4.36	4.45	4.54	4.81	5.12	5.04	5.13	5.29	5.23	-0.06	4.89	5.00	5.09	5.17	0.32
Camel	3.82	3.88	4.38	4.41	4.31	4.36	4.45	4.51	4.41	4.53	4.59	4.58	-0.01	4.43	4.46	4.50	4.53	0.08
Camel Filters	3.08	3.21	3.74	3.76	3.86	3.70	3.80	3.86	3.78	3.90	3.94	3.93	-0.01	3.78	3.81	3.84	3.88	0.09
Camel Special Lights	0.08	0.50	0.62	0.60	0.53	0.49	0.48	0.47	0.47	0.47	0.45	0.49	0.04	0.47	0.47	0.47	0.47	-0.01
Camel Non-Filter	0.74	0.67	0.64	0.65	0.65	0.66	0.65	0.65	0.65	0.64	0.65	0.65	0.00	0.66	0.65	0.66	0.65	-0.01
Salem	4.22	3.91	3.92	3.91	3.88	3.88	3.88	3.89	3.85	3.89	3.91	3.93	0.02	3.87	3.87	3.88	3.90	0.02
Newport	3.24	3.17	3.84	3.84	3.87	4.01	3.97	4.03	3.99	4.03	4.10	4.05	-0.05	3.98	4.00	4.02	4.04	0.06
Kool	3.27	3.01	3.11	3.07	3.13	3.19	3.12	3.11	3.09	3.13	3.10	3.10	0.00	3.10	3.11	3.11	3.10	-0.02
Virginia Slims	2.91	2.65	2.87	2.88	2.84	2.84	2.83	2.84	2.84	2.85	2.77	2.84	0.07	2.85	2.86	2.84	2.82	-0.03
Merit	2.90	2.56	2.86	2.87	2.83	2.84	2.81	2.82	2.78	2.88	2.82	2.77	-0.05	2.81	2.83	2.83	2.81	-0.01
Benson & Hedges	2.53	2.39	2.64	2.61	2.51	2.42	2.39	2.42	2.40	2.42	2.42	2.42	0.00	2.40	2.42	2.42	2.42	0.02
Monarch	2.81	2.43	2.06	1.91	1.94	1.89	1.86	1.75	1.79	1.75	1.66	1.76	0.10	1.83	1.81	1.75	1.74	-0.10
Cambridge	2.25	1.94	1.85	1.82	1.80	1.84	1.86	1.69	1.65	1.69	1.66	1.70	0.04	1.75	1.72	1.68	1.67	-0.14
Vantage	1.72	1.49	1.40	1.42	1.38	1.36	1.37	1.33	1.34	1.34	1.34	1.33	-0.01	1.34	1.33	1.33	1.34	-0.01
Carlton	1.38	1.32	1.39	1.38	1.36	1.33	1.33	1.37	1.37	1.39	1.36	1.37	0.01	1.35	1.36	1.37	1.37	0.03
Montclair	0.93	0.83	1.20	1.25	1.22	1.22	1.21	1.20	1.18	1.19	1.19	1.25	0.06	1.18	1.18	1.18	1.20	0.01
Best Value	3.51	2.27	1.13	1.07	0.88	0.83	0.91	0.92	0.94	0.92	0.92	0.89	-0.03	0.92	0.92	0.93	0.92	0.01
Pall Mall	1.17	1.06	1.07	1.07	1.07	1.08	1.06	1.05	1.05	1.04	1.06	1.04	-0.02	1.05	1.05	1.05	1.05	-0.01
Misty	0.88	0.83	1.03	1.05	1.06	1.09	1.09	1.14	1.14	1.14	1.13	1.10	-0.03	1.13	1.15	1.14	1.13	0.01
Kent	1.28	1.15	1.05	1.01	1.00	1.01	1.02	1.01	0.99	1.01	1.01	1.01	0.00	1.01	1.01	1.01	1.00	-0.02
Viceroy	1.05	0.93	0.93	0.91	0.89	0.83	0.81	0.79	0.79	0.81	0.77	0.78	0.01	0.80	0.80	0.79	0.79	-0.02
Capri	0.58	0.58	0.69	0.69	0.69	0.70	0.71	0.68	0.68	0.69	0.69	0.68	-0.01	0.70	0.70	0.69	0.68	-0.03
Now	0.80	0.68	0.65	0.64	0.62	0.62	0.62	0.60	0.59	0.61	0.59	0.58	-0.01	0.61	0.61	0.60	0.59	-0.02
More	0.70	0.64	0.60	0.60	0.60	0.58	0.58	0.59	0.59	0.58	0.59	0.59	0.00	0.58	0.58	0.58	0.59	0.01

* Top 25 is Based on All Outlets Combined.

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Source: Nielsen Integrated Panel.

INTEGRATED DISCOUNT PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 10/1/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	Sep-94	9/10	9/17	9/24	10/1	Diff vs. wk ago	9/10	9/17	9/24	10/1	Diff vs. 4w ago
PRIVATE LABEL																		
PM PL	2.96	2.75	1.81	1.74	1.74	1.59	1.49	1.37	1.36	1.39	1.34	1.33	-0.01	1.45	1.42	1.38	1.35	-0.13
RJR PL	4.74	4.63	3.94	3.85	3.76	3.78	3.73	3.71	4.01	3.74	3.57	3.48	-0.09	3.77	3.77	3.77	3.70	-0.01
American PL	0.43	0.55	0.79	0.67	0.67	0.68	0.68	0.63	0.62	0.64	0.62	0.62	0.00	0.65	0.64	0.63	0.63	-0.04
Liggett PL	1.22	0.97	1.04	1.07	1.07	1.06	1.13	1.17	1.15	1.10	1.18	1.31	0.15	1.15	1.12	1.14	1.18	0.06
Total PL	9.35	8.90	7.58	7.33	7.23	7.09	7.03	6.89	7.15	6.87	6.70	6.74	0.04	7.02	6.95	6.92	6.86	-0.12
PL Share of Segment																		
PM PL	31.68	30.95	23.86	23.67	24.00	22.39	21.26	19.87	19.02	20.20	19.98	19.70	-0.28	20.61	20.38	19.92	19.72	-1.49
RJR PL	50.72	52.01	51.92	52.55	51.95	53.04	53.04	53.92	56.16	54.47	53.34	51.69	-1.65	53.78	54.21	54.46	53.97	0.80
American PL	4.59	6.16	10.47	9.15	9.24	9.63	9.67	9.16	8.70	9.35	9.29	9.24	-0.05	9.26	9.23	9.14	9.14	-0.45
Liggett PL	13.01	10.88	13.75	14.63	14.80	14.94	16.03	17.05	16.11	15.98	17.39	19.37	1.98	16.35	16.18	16.49	17.18	1.14
BRANDED DISCOUNT																		
Basic	4.00	4.95	4.70	4.69	4.62	4.50	4.47	4.47	4.45	4.51	4.47	4.42	-0.05	4.45	4.46	4.48	4.46	-0.01
Best Value	3.51	2.27	1.13	1.07	0.98	0.93	0.91	0.92	0.94	0.92	0.92	0.89	-0.03	0.92	0.92	0.93	0.92	0.01
Monarch	2.81	2.43	2.06	1.91	1.94	1.89	1.86	1.75	1.79	1.75	1.66	1.76	0.10	1.83	1.81	1.75	1.74	-0.10
GPC	4.48	4.13	4.64	4.88	5.01	5.02	5.09	4.93	4.96	4.94	4.71	5.13	0.42	4.97	4.96	4.89	4.93	-0.09
Raleigh Extra	0.65	0.63	0.43	0.40	0.39	0.33	0.27	0.23	0.24	0.21	0.22	0.23	0.01	0.25	0.24	0.23	0.22	-0.04
Doral	4.27	4.66	4.53	4.36	4.45	4.54	4.81	5.12	5.04	5.13	5.29	5.23	-0.06	4.89	5.00	5.09	5.17	0.32
Cambridge	2.25	1.94	1.85	1.82	1.80	1.84	1.86	1.69	1.65	1.69	1.68	1.70	0.04	1.75	1.72	1.68	1.67	-0.14
Viceroy	1.05	0.93	0.93	0.91	0.89	0.83	0.81	0.79	0.79	0.81	0.77	0.78	0.01	0.80	0.80	0.79	0.79	-0.02
Misty	0.88	0.83	1.03	1.05	1.06	1.09	1.09	1.14	1.14	1.14	1.13	1.10	-0.03	1.13	1.15	1.14	1.13	0.01
Montclair	0.93	0.83	1.20	1.25	1.22	1.22	1.21	1.20	1.18	1.19	1.19	1.25	0.06	1.18	1.18	1.18	1.20	0.01
Alpine	0.52	0.44	0.42	0.41	0.41	0.41	0.40	0.38	0.38	0.37	0.39	0.40	0.01	0.39	0.38	0.38	0.38	-0.01
Old Gold	0.15	0.16	0.31	0.33	0.32	0.32	0.34	0.33	0.33	0.34	0.32	0.31	-0.01	0.34	0.33	0.33	0.33	-0.01
Sterling	0.55	0.53	0.19	0.18	0.16	0.14	0.13	0.12	0.14	0.11	0.11	0.11	0.00	0.13	0.13	0.13	0.12	-0.01
Bristol	0.53	0.30	0.20	0.21	0.19	0.18	0.17	0.16	0.17	0.16	0.15	0.17	0.02	0.17	0.16	0.16	0.16	-0.01
Magna	0.41	0.39	0.17	0.16	0.17	0.15	0.14	0.13	0.14	0.12	0.13	0.12	-0.01	0.14	0.14	0.13	0.13	-0.01
Pyramid	0.21	0.15	0.15	0.13	0.10	0.09	0.08	0.08	0.08	0.08	0.08	0.08	0.00	0.08	0.08	0.08	0.08	0.00
Riviera	0.12	0.09	0.04	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Bucks	0.11	0.06	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Richland 20's	0.12	0.07	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.01	0.04	0.04	0.04	0.04	0.00
American F/Lts	0.08	0.06	0.03	0.02	0.02	0.02	0.02	0.01	0.02	0.01	0.01	0.02	0.01	0.02	0.01	0.01	0.01	-0.01
Covington	0.00	0.00	0.03	0.03	0.02	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O Branded Discount	0.73	0.56	0.54	0.53	0.52	0.46	0.44	0.39	0.40	0.41	0.39	0.37	-0.02	0.43	0.42	0.41	0.40	-0.01
Total Branded Discount	28.36	26.41	24.67	24.46	24.39	24.08	24.19	23.93	23.93	23.97	23.68	24.16	0.48	23.96	23.98	23.88	23.93	-0.12
Basic Share of Discount	10.60	14.00	14.58	14.75	14.60	14.44	14.32	14.51	14.30	14.63	14.73	14.31	-0.42	14.37	14.42	14.55	14.49	0.07
Total Discount Category	37.70	35.31	32.25	31.79	31.63	31.17	31.22	30.82	31.08	30.84	30.37	30.90	0.53	30.97	30.93	30.80	30.80	-0.23

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Source: Nielsen Integrated Panel.

BENCHMARKS - TOTAL US
WEEKLY INTEGRATED NIELSEN - ALL OUTLET COMBINED

	<u>Target</u>	<u>Benchmarks*</u>	<u>4 w/e 1-Oct</u>	<u>Current vs. Benchmark</u>
Philip Morris	44.3	44.5 (lower limit)	46.2	1.7 Favorable
Marlboro	25.7	26.3 (lower limit)	29.3	3.0 Favorable
OPB	8.8	8.9 (lower limit)	8.8	0.1 Unfavorable
Virginia Slims	2.7	2.7 (lower limit)	2.8	0.1 Favorable
Benson & Hedges	2.5	2.5 (lower limit)	2.4	0.1 Unfavorable
Merit	2.8	2.8 (lower limit)	2.8	0.0 Favorable
Parliament	0.6	0.6 (lower limit)	0.6	0.0 Favorable
Basic Shr. of Discount	15.1	14.5 (lower limit)	14.5	0.0 Favorable
Discount Category	34.5	+2.0 Pts. (upper limit)**	30.8	3.7 Favorable
Private Label	8.5	9.0 (upper limit)	6.9	2.1 Favorable

* Revised to reflect 1994 First Revised Forecast.

** Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.5%.

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Weekly AOC Bench

NIelsen INTEGRATED DATA
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base March 1993	41.63	33.58	10.70	5.92	5.73	2.31
October 1, 1994 (4WM)	<u>46.18</u>	<u>29.05</u>	<u>10.08</u>	<u>6.09</u>	<u>6.61</u>	<u>1.88</u>
	4.55	(4.53)	(0.62)	0.17	0.88	(0.43)

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base March 1993	61.96	37.70	28.36	9.35
October 1, 1994 (4WM)	<u>69.07</u>	<u>30.80</u>	<u>23.93</u>	<u>6.86</u>
	7.11	(6.90)	(4.43)	(2.49)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base March 1993	22.04	9.06	5.61	0.43	3.82
October 1, 1994 (4WM)	<u>29.27</u>	<u>8.77</u>	<u>6.12</u>	<u>1.25</u>	<u>4.53</u>
	7.23	(0.29)	0.51	0.82	0.71

<u>MAJOR BRANDS</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>	<u>Kool</u>	<u>Newport</u>
Base March 1993	4.22	1.72	0.80	3.27	3.24
October 1, 1994 (4WM)	<u>3.90</u>	<u>1.34</u>	<u>0.59</u>	<u>3.10</u>	<u>4.04</u>
	(0.32)	(0.38)	(0.21)	(0.17)	0.80

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base March 1993	4.00	2.25	0.52	4.27	0.88	0.93	2.81	3.51	4.48
October 1, 1994 (4WM)	<u>4.46</u>	<u>1.67</u>	<u>0.38</u>	<u>5.17</u>	<u>1.13</u>	<u>1.20</u>	<u>1.74</u>	<u>0.92</u>	<u>4.93</u>
	0.46	(0.58)	(0.14)	0.90	0.25	0.27	(1.07)	(2.59)	0.45

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base March 1993	2.96	4.74	1.22	0.43
October 1, 1994 (4WM)	<u>1.35</u>	<u>3.70</u>	<u>1.18</u>	<u>0.63</u>
	(1.61)	(1.04)	(0.04)	0.20

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NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

NIELSEN INTEGRATED DATA
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base July 1993	45.50	31.87	9.81	5.50	5.38	1.82
October 1, 1994 (4WM)	<u>46.18</u>	<u>29.05</u>	<u>10.08</u>	<u>6.09</u>	<u>6.61</u>	<u>1.88</u>
	0.68	(2.82)	0.27	0.59	1.23	0.06

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base July 1993	64.54	35.31	26.41	8.90
October 1, 1994 (4WM)	<u>69.07</u>	<u>30.80</u>	<u>23.93</u>	<u>6.86</u>
	4.53	(4.51)	(2.48)	(2.04)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base July 1993	26.63	8.30	6.10	0.58	3.88
October 1, 1994 (4WM)	<u>29.27</u>	<u>8.77</u>	<u>6.12</u>	<u>1.25</u>	<u>4.53</u>
	2.64	0.47	0.02	0.67	0.65

<u>MAJOR BRANDS</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>	<u>Kool</u>	<u>Newport</u>
Base July 1993	3.91	1.49	0.68	3.01	3.17
October 1, 1994 (4WM)	<u>3.90</u>	<u>1.34</u>	<u>0.59</u>	<u>3.10</u>	<u>4.04</u>
	(0.01)	(0.15)	(0.09)	0.09	0.87

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base July 1993	4.95	1.94	0.44	4.66	0.83	0.83	2.43	2.27	4.13
October 1, 1994 (4WM)	<u>4.46</u>	<u>1.67</u>	<u>0.38</u>	<u>5.17</u>	<u>1.13</u>	<u>1.20</u>	<u>1.74</u>	<u>0.92</u>	<u>4.93</u>
	(0.49)	(0.27)	(0.06)	0.51	0.30	0.37	(0.69)	(1.35)	0.80

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base July 1993	2.75	4.63	0.97	0.55
October 1, 1994 (4WM)	<u>1.35</u>	<u>3.70</u>	<u>1.18</u>	<u>0.63</u>
	(1.40)	(0.93)	0.21	0.08

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NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

**INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 10/1/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	Sep-94	9/10	9/17	9/24	10/1	Diff vs. Wk-ago	9/10	9/17	9/24	10/1	Diff vs. 4w-ago
Philip Morris	43.22	47.59	48.03	48.51	48.57	48.08	48.07	47.81	47.70	47.58	48.04	47.45	-0.59	48.19	48.00	47.90	47.69	-0.55
PM Premium	32.12	36.73	38.78	39.35	39.69	39.48	39.58	39.72	39.70	39.33	40.03	39.53	-0.50	39.92	39.79	39.76	39.65	-0.15
PM Discount	11.09	10.86	9.27	9.16	8.88	8.61	8.49	8.10	8.00	8.26	8.01	7.91	-0.10	8.27	8.22	8.14	8.05	-0.38
PM Branded Discount	7.54	7.81	7.02	7.00	6.84	6.79	6.80	6.55	6.47	6.68	6.50	6.41	-0.09	6.63	6.61	6.58	6.52	-0.23
PM Private Label	3.58	3.05	2.25	2.16	2.04	1.81	1.69	1.55	1.53	1.57	1.51	1.50	-0.01	1.64	1.61	1.56	1.53	-0.16
PM Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R J Reynolds	33.88	31.33	28.15	27.61	27.47	27.77	27.95	28.20	28.53	28.36	28.15	28.07	-0.08	27.99	28.12	28.24	28.28	0.39
RJR Premium	15.48	15.61	15.60	15.67	15.56	15.87	15.94	16.04	15.97	16.20	16.12	16.02	-0.10	15.88	15.94	16.04	16.08	0.18
RJR Discount	18.40	15.72	12.55	11.94	11.91	11.90	12.01	12.16	12.56	12.16	12.03	12.05	0.02	12.11	12.17	12.19	12.20	0.21
RJR Branded Discount	11.43	9.40	7.72	7.30	7.43	7.39	7.56	7.81	7.75	7.81	7.87	8.03	0.16	7.62	7.72	7.75	7.86	0.28
RJR Private Label	6.97	6.32	4.83	4.64	4.48	4.52	4.45	4.36	4.82	4.35	4.16	4.02	-0.14	4.49	4.45	4.44	4.34	-0.07
RJR Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Brown & Williamson	11.01	9.95	10.63	10.79	10.92	10.89	10.79	10.43	10.35	10.52	10.13	10.72	0.59	10.53	10.50	10.37	10.43	-0.22
B & W Premium	4.25	3.92	4.07	4.01	4.07	4.14	4.04	4.00	3.96	4.09	4.01	3.96	-0.05	4.00	4.02	4.01	4.01	-0.02
B & W Discount	6.77	6.03	6.56	6.78	6.85	6.76	6.75	6.43	6.39	6.43	6.12	6.76	0.64	6.52	6.48	6.35	6.42	-0.20
Lorillard	5.74	5.36	6.28	6.28	6.32	6.47	6.39	6.64	6.57	6.72	6.84	6.66	-0.18	6.44	6.53	6.63	6.70	0.29
Lorillard Premium	5.72	5.26	6.01	5.98	6.04	6.18	6.08	6.35	6.28	6.40	6.56	6.39	-0.17	6.14	6.24	6.34	6.41	0.31
Lorillard Discount	0.02	0.11	0.27	0.30	0.28	0.28	0.31	0.29	0.29	0.32	0.28	0.28	0.00	0.30	0.30	0.29	0.29	-0.02
American Tobacco	4.76	4.62	5.42	5.31	5.24	5.22	5.18	5.22	5.22	5.23	5.18	5.18	0.00	5.21	5.24	5.22	5.20	-0.01
American Premium	2.26	2.09	2.15	2.14	2.12	2.11	2.07	2.11	2.12	2.12	2.12	2.06	-0.06	2.09	2.11	2.12	2.11	0.02
American Discount	2.50	2.53	3.26	3.17	3.13	3.11	3.11	3.11	3.10	3.10	3.07	3.12	0.05	3.12	3.13	3.10	3.10	-0.02
Amer Branded Discount	1.97	1.80	2.22	2.31	2.28	2.28	2.29	2.34	2.34	2.32	2.31	2.36	0.05	2.33	2.36	2.34	2.33	0.02
Amer Private Label	0.53	0.73	1.04	0.85	0.84	0.84	0.82	0.77	0.75	0.78	0.76	0.76	0.00	0.79	0.78	0.77	0.76	-0.05
Liggett	1.37	1.09	1.45	1.46	1.43	1.47	1.55	1.63	1.56	1.53	1.60	1.86	0.26	1.58	1.54	1.58	1.64	0.10
Liggett Premium	0.42	0.34	0.28	0.26	0.25	0.25	0.26	0.27	0.29	0.27	0.26	0.26	0.00	0.26	0.26	0.27	0.27	0.02
Liggett Discount	0.95	0.75	1.17	1.20	1.18	1.22	1.29	1.37	1.27	1.26	1.34	1.60	0.26	1.32	1.28	1.31	1.37	0.08
Lig Branded Discount	0.38	0.23	0.21	0.20	0.19	0.19	0.12	0.09	0.08	0.10	0.08	0.09	0.01	0.10	0.09	0.09	0.09	-0.02
Lig Private Label	0.57	0.52	0.96	1.00	0.99	1.03	1.17	1.27	1.19	1.16	1.26	1.50	0.24	1.22	1.19	1.21	1.28	0.10
A/O Co-International	0.01	0.05	0.04	0.05	0.06	0.09	0.06	0.06	0.06	0.06	0.05	0.06	0.01	0.06	0.06	0.06	0.06	0.00

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Source: Nielsen Integrated Panel.

INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 10/1/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	Sep-94	9/10	9/17	9/24	10/1	Diff vs. wk-ago	9/10	9/17	9/24	10/1	Diff vs. 4wk-ago
Philip Morris	43.22	47.59	48.03	48.51	48.57	48.08	48.07	47.81	47.70	47.58	48.04	47.45	-0.59	48.19	48.00	47.90	47.69	-0.55
PM Premium- Shr Prem	53.31	57.40	57.92	58.33	58.58	57.96	58.18	57.94	58.06	57.44	57.89	57.89	0.00	58.40	58.15	57.96	57.82	-0.51
PM Discount- Shr Disc	27.92	30.17	28.02	28.15	27.56	26.99	26.56	25.74	25.31	26.18	25.87	24.94	-1.03	26.14	26.02	25.94	25.60	-0.95
PM Brd Disc- Shr Brd	26.81	30.77	29.25	29.32	28.66	28.68	28.53	27.85	27.74	28.23	28.07	26.80	-1.27	28.21	28.05	28.11	27.71	-0.78
PM PL- Shr PL	30.60	28.73	24.78	24.93	24.39	22.11	20.78	19.51	18.45	20.02	19.63	19.23	-0.40	20.17	20.05	19.58	19.32	-1.55
Marlboro	24.43	29.66	30.84	31.49	31.99	31.91	32.11	32.28	32.32	31.75	32.62	32.15	-0.47	32.49	32.30	32.31	32.21	-0.14
Red	9.12	11.10	11.31	11.20	11.10	11.51	11.71	11.83	11.96	11.63	11.97	11.63	-0.34	11.93	11.86	11.88	11.80	-0.02
Lights NM	10.91	12.94	14.04	13.91	13.73	14.05	14.32	14.54	14.57	14.31	14.71	14.58	-0.13	14.52	14.50	14.53	14.54	0.11
Gold	2.11	2.58	2.56	2.55	2.64	2.62	2.61	2.65	2.61	2.59	2.62	2.68	0.06	2.67	2.64	2.64	2.62	-0.03
Medium	1.51	1.83	1.72	1.73	1.72	1.79	1.81	1.82	1.78	1.80	1.89	1.85	-0.04	1.80	1.79	1.81	1.83	0.03
Menthol	0.89	1.11	1.10	1.12	1.16	1.15	1.22	1.22	1.19	1.20	1.21	1.23	0.02	1.25	1.23	1.21	1.21	-0.03
Other PM Premium	7.70	7.07	7.91	7.86	7.71	7.57	7.46	7.44	7.38	7.58	7.41	7.38	-0.03	7.43	7.48	7.45	7.44	-0.02
Benson & Hedges	2.20	2.09	2.39	2.35	2.18	2.07	2.02	2.01	1.98	2.03	2.03	2.01	-0.02	2.00	2.00	2.00	2.01	0.00
Merit	2.68	2.30	2.82	2.63	2.63	2.61	2.58	2.58	2.54	2.68	2.59	2.53	-0.06	2.57	2.60	2.60	2.58	0.00
Virginia Slims	2.27	2.13	2.33	2.31	2.30	2.30	2.27	2.27	2.26	2.32	2.19	2.28	0.09	2.27	2.29	2.27	2.26	-0.02
Parliament	0.40	0.41	0.45	0.45	0.47	0.47	0.47	0.46	0.47	0.45	0.48	0.45	-0.03	0.46	0.47	0.46	0.47	0.00
Saratoga	0.09	0.08	0.08	0.07	0.08	0.07	0.08	0.07	0.07	0.08	0.07	0.07	0.00	0.07	0.08	0.07	0.07	0.00
Cambridge	1.46	1.38	1.32	1.30	1.28	1.39	1.47	1.24	1.19	1.27	1.21	1.22	0.01	1.32	1.29	1.24	1.22	-0.18
Alpine	0.40	0.34	0.31	0.28	0.29	0.30	0.30	0.29	0.30	0.29	0.29	0.31	0.02	0.29	0.29	0.29	0.30	0.00
Bristol	0.51	0.30	0.18	0.19	0.17	0.16	0.15	0.15	0.15	0.14	0.14	0.17	0.03	0.15	0.15	0.15	0.15	0.00
Basic	4.89	5.59	5.07	5.08	4.94	4.83	4.78	4.77	4.73	4.89	4.76	4.62	-0.14	4.77	4.79	4.81	4.75	-0.05
PM Private Label	3.58	3.05	2.25	2.16	2.04	1.81	1.69	1.55	1.53	1.57	1.51	1.50	-0.01	1.64	1.61	1.56	1.53	-0.16
R.J. Reynolds	33.88	31.33	28.15	27.61	27.47	27.77	27.95	28.20	28.53	28.36	28.15	28.07	-0.08	27.99	28.12	28.24	28.28	0.39
RJR Premium- Shr Prem	25.69	24.39	23.31	23.23	22.96	23.30	23.43	23.40	23.35	23.66	23.31	23.46	0.15	23.23	23.31	23.38	23.45	0.15
RJR Disc- Shr Disc	48.31	43.66	37.93	36.69	36.95	37.33	37.56	38.67	39.74	38.57	39.00	38.00	-1.00	38.27	38.54	38.84	38.83	1.08
Brown & Williamson	11.01	9.95	10.63	10.79	10.92	10.89	10.79	10.43	10.35	10.52	10.13	10.72	0.59	10.53	10.50	10.37	10.43	-0.22
B & W Premium- Shr Prem	7.05	6.12	6.08	5.95	6.00	6.07	5.94	5.84	5.79	5.98	5.80	5.80	0.00	5.85	5.87	5.85	5.84	-0.07
B & W Discount- Shr Disc	17.03	16.76	19.84	20.83	21.25	21.19	21.12	20.45	20.22	20.38	19.84	21.30	1.46	20.62	20.52	20.23	20.44	-0.41
Lorillard	5.74	5.36	6.28	6.28	6.32	6.47	6.39	6.64	6.57	6.72	6.84	6.66	-0.18	6.44	6.53	6.63	6.70	0.29
Lorillard Premium- Shr Prem	9.49	8.22	8.99	8.87	8.91	9.08	8.94	9.26	9.19	9.35	9.49	9.35	-0.14	8.99	9.12	9.24	9.34	0.40
Lorillard Discount- Shr Disc	0.05	0.30	0.80	0.91	0.86	0.89	0.97	0.92	0.92	1.00	0.90	0.88	-0.02	0.95	0.94	0.93	0.92	-0.05
American Tobacco	4.76	4.62	5.42	5.31	5.24	5.22	5.18	5.22	5.22	5.23	5.18	5.18	0.00	5.21	5.24	5.22	5.20	-0.01
American Prem- Shr Prem	3.75	3.26	3.22	3.17	3.12	3.10	3.04	3.08	3.11	3.10	3.06	3.02	-0.04	3.06	3.08	3.09	3.07	0.01
American Discount- Shr Disc	6.29	7.04	9.87	9.73	9.71	9.76	9.74	9.87	9.79	9.84	9.95	9.84	-0.11	9.86	9.92	9.88	9.85	0.03
Liggett	1.37	1.09	1.45	1.46	1.43	1.47	1.55	1.63	1.56	1.53	1.60	1.86	0.26	1.58	1.54	1.58	1.64	0.10
Liggett Premium- Shr Prem	0.69	0.53	0.41	0.38	0.37	0.37	0.39	0.39	0.42	0.40	0.38	0.39	0.01	0.39	0.39	0.39	0.40	0.03
Liggett Discount- Shr Disc	2.40	2.08	3.55	3.69	3.65	3.82	4.04	4.34	4.02	4.00	4.35	5.04	0.69	4.16	4.05	4.17	4.35	0.29

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Source: Nielsen Integrated Panel.

**INTEGRATED TOP 25 PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 10/1/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	Sep-94	9/10	9/17	9/24	10/1	Diff vs. wk-ago	9/10	9/17	9/24	10/1	Diff vs. 4wk-ago
Marlboro	24.43	29.66	30.84	31.49	31.99	31.91	32.11	32.28	32.32	31.75	32.62	32.15	-0.47	32.49	32.30	32.31	32.21	-0.14
Marlboro B4G1F	0.00	0.00	0.01	0.87	1.53	0.68	0.34	0.11	0.11	0.09	0.10	0.07	-0.03	0.21	0.18	0.12	0.09	-0.19
Winston	5.18	5.89	5.34	5.35	5.49	5.75	5.71	5.72	5.85	5.81	5.88	5.59	-0.07	5.71	5.73	5.75	5.73	0.03
Winston Select	0.51	0.65	0.94	1.02	1.17	1.41	1.39	1.36	1.47	1.43	1.28	1.18	-0.10	1.41	1.41	1.40	1.34	-0.06
Winston Select Lights	0.00	0.08	0.53	0.58	0.66	0.77	0.77	0.75	0.85	0.80	0.69	0.64	-0.05	0.79	0.80	0.78	0.75	-0.02
GPC	4.95	4.44	5.32	5.60	5.69	5.73	5.83	5.57	5.53	5.57	5.28	5.89	0.81	5.63	5.60	5.49	5.57	-0.14
Basic	4.89	5.59	5.07	5.08	4.94	4.83	4.78	4.77	4.73	4.89	4.76	4.82	-0.14	4.77	4.79	4.81	4.75	-0.05
Doral	3.36	3.50	3.89	3.72	3.88	3.96	4.24	4.68	4.51	4.67	4.87	4.92	0.05	4.33	4.46	4.59	4.74	0.45
Camel	4.27	4.34	4.90	4.93	4.80	4.84	4.95	5.05	4.87	5.07	5.17	5.15	-0.02	4.93	4.97	5.02	5.06	0.11
Camel Filters	3.66	3.78	4.38	4.39	4.25	4.29	4.41	4.49	4.32	4.54	4.80	4.80	0.00	4.37	4.42	4.46	4.51	0.11
Camel Special Lights	0.12	0.62	0.78	0.75	0.65	0.58	0.56	0.54	0.54	0.54	0.52	0.57	0.05	0.55	0.55	0.54	0.54	-0.02
Camel Non-Filter	0.61	0.55	0.52	0.54	0.55	0.55	0.54	0.56	0.55	0.54	0.56	0.55	-0.01	0.56	0.55	0.56	0.55	0.00
Salem	3.70	3.33	3.42	3.42	3.35	3.38	3.36	3.40	3.35	3.42	3.41	3.45	0.04	3.36	3.37	3.38	3.41	0.05
Newport	3.90	3.74	4.47	4.48	4.54	4.70	4.59	4.67	4.65	4.67	4.76	4.66	-0.10	4.61	4.64	4.67	4.68	0.07
Kool	3.39	3.13	3.21	3.18	3.23	3.30	3.21	3.21	3.21	3.26	3.20	3.18	-0.02	3.20	3.21	3.22	3.21	0.00
Virginia Slims	2.27	2.13	2.33	2.31	2.30	2.30	2.27	2.27	2.26	2.32	2.19	2.28	0.09	2.27	2.29	2.27	2.26	-0.02
Merit	2.68	2.30	2.62	2.63	2.63	2.61	2.58	2.58	2.54	2.68	2.59	2.53	-0.06	2.57	2.60	2.60	2.58	0.00
Benson & Hedges	2.20	2.09	2.39	2.35	2.18	2.07	2.02	2.01	1.98	2.03	2.03	2.01	-0.02	2.00	2.00	2.00	2.01	0.00
Monarch	4.08	3.34	2.73	2.53	2.57	2.48	2.41	2.25	2.30	2.25	2.14	2.28	0.14	2.36	2.34	2.25	2.24	-0.13
Cambridge	1.48	1.38	1.32	1.30	1.28	1.39	1.47	1.24	1.19	1.27	1.21	1.22	0.01	1.32	1.29	1.24	1.22	-0.18
Vantage	1.41	1.20	1.15	1.17	1.14	1.13	1.18	1.12	1.13	1.12	1.13	1.10	-0.03	1.12	1.12	1.12	1.12	-0.02
Carlton	0.89	0.85	0.92	0.91	0.90	0.87	0.86	0.91	0.95	0.92	0.91	0.89	-0.02	0.89	0.90	0.92	0.92	0.05
Montclair	0.90	0.84	1.26	1.36	1.31	1.29	1.29	1.29	1.26	1.27	1.27	1.36	0.09	1.27	1.28	1.27	1.29	0.01
Best Value	2.88	1.64	0.67	0.64	0.60	0.59	0.57	0.57	0.57	0.58	0.56	0.53	-0.03	0.58	0.58	0.58	0.56	-0.01
Pall Mall	0.85	0.77	0.77	0.77	0.76	0.78	0.75	0.75	0.75	0.75	0.77	0.72	-0.05	0.74	0.74	0.75	0.75	0.00
Misty	0.75	0.77	0.86	0.88	0.89	0.93	0.94	1.00	1.02	1.01	1.00	0.95	-0.05	1.00	1.03	1.02	0.99	0.02
Kent	0.88	0.81	0.70	0.66	0.65	0.68	0.67	0.67	0.65	0.67	0.68	0.66	-0.02	0.67	0.67	0.67	0.66	-0.02
Viceroy	0.97	0.84	0.77	0.75	0.72	0.66	0.65	0.63	0.62	0.68	0.63	0.63	0.00	0.64	0.64	0.64	0.63	-0.01
Capri	0.50	0.50	0.63	0.60	0.60	0.60	0.60	0.57	0.55	0.59	0.57	0.57	0.00	0.58	0.59	0.57	0.57	-0.02
Now	0.48	0.41	0.39	0.39	0.38	0.38	0.38	0.36	0.36	0.38	0.35	0.34	-0.01	0.37	0.37	0.36	0.36	-0.01
More	0.47	0.43	0.40	0.40	0.40	0.38	0.38	0.39	0.41	0.39	0.41	0.38	-0.03	0.38	0.38	0.39	0.40	0.03

* Top 25 is based on All Outlets Combined.

2061551103

Source: Nielsen Integrated Panel.

**INTEGRATED DISCOUNT PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 10/1/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Apr-94	May-94	Jun-94	Jul-94	Aug-94	Sep-94	9/10	9/17	9/24	10/1	Diff vs. wk-ago	9/10	9/17	9/24	10/1	Diff vs. 4wk-ago
Private Label																		
PM PL	3.56	3.05	2.25	2.16	2.04	1.81	1.69	1.55	1.53	1.57	1.51	1.50	-0.01	1.84	1.81	1.58	1.53	-0.18
RJR PL	6.97	6.32	4.83	4.64	4.48	4.52	4.45	4.36	4.82	4.35	4.16	4.02	-0.14	4.49	4.45	4.44	4.34	-0.07
American PL	0.53	0.73	1.04	0.85	0.84	0.84	0.82	0.77	0.75	0.78	0.76	0.76	0.00	0.79	0.78	0.77	0.76	-0.05
Liggett PL	0.57	0.52	0.96	1.00	0.99	1.03	1.17	1.27	1.19	1.16	1.28	1.50	0.24	1.22	1.19	1.21	1.28	0.10
Total PL	11.63	10.62	9.09	8.65	8.35	8.20	8.13	7.95	8.28	7.87	7.68	7.78	0.10	8.14	8.03	7.99	7.90	-0.18
PL Share of Segment																		
PM PL	30.60	28.73	24.78	24.93	24.39	22.11	20.78	19.51	18.45	20.02	19.63	19.23	-0.40	20.17	20.05	19.58	19.32	-1.55
RJR PL	59.93	59.52	53.14	53.65	53.67	55.10	54.68	54.86	58.13	55.34	54.16	51.66	-2.50	55.21	55.47	55.62	54.90	0.36
American PL	4.57	6.87	11.47	9.88	10.12	10.20	10.11	9.63	9.08	9.93	9.84	9.78	-0.06	9.65	9.69	9.59	9.65	-0.37
Liggett PL	4.90	4.68	10.61	11.55	11.81	12.59	14.43	16.01	14.34	14.71	16.37	19.33	2.96	14.96	14.79	15.21	16.14	1.58
BRANDED DISCOUNT																		
Basic	4.89	5.59	5.07	5.08	4.94	4.83	4.78	4.77	4.73	4.89	4.76	4.62	-0.14	4.77	4.79	4.81	4.75	-0.05
Best Value	2.88	1.84	0.87	0.64	0.60	0.59	0.57	0.57	0.57	0.58	0.56	0.53	-0.03	0.58	0.58	0.58	0.56	-0.01
Monarch	4.08	3.34	2.73	2.53	2.57	2.48	2.41	2.25	2.30	2.25	2.14	2.28	0.14	2.36	2.34	2.25	2.24	-0.13
GPC	4.95	4.44	5.32	5.60	5.69	5.73	5.83	5.57	5.53	5.57	5.28	5.89	0.61	5.63	5.60	5.49	5.57	-0.14
Raleigh Extra	0.63	0.60	0.41	0.37	0.38	0.32	0.23	0.18	0.18	0.16	0.17	0.19	0.02	0.21	0.19	0.18	0.18	-0.04
Doral	3.36	3.50	3.89	3.72	3.86	3.96	4.24	4.66	4.51	4.67	4.87	4.92	0.05	4.33	4.46	4.59	4.74	0.45
Cambridge	1.46	1.38	1.32	1.30	1.28	1.39	1.47	1.24	1.19	1.27	1.21	1.22	0.01	1.32	1.29	1.24	1.22	-0.18
Viceroy	0.97	0.84	0.77	0.75	0.72	0.66	0.65	0.63	0.62	0.66	0.63	0.63	0.00	0.64	0.64	0.64	0.63	-0.01
Misty	0.75	0.77	0.86	0.88	0.89	0.93	0.94	1.00	1.02	1.01	1.00	0.95	-0.05	1.00	1.03	1.02	0.99	0.02
Montclair	0.90	0.84	1.26	1.36	1.31	1.29	1.29	1.29	1.26	1.27	1.27	1.36	0.09	1.27	1.28	1.27	1.29	0.01
Alpine	0.40	0.34	0.31	0.28	0.29	0.30	0.30	0.29	0.30	0.29	0.29	0.31	0.02	0.29	0.29	0.29	0.30	0.00
Old Gold	0.13	0.15	0.27	0.31	0.29	0.29	0.31	0.29	0.29	0.32	0.28	0.28	0.00	0.30	0.30	0.29	0.29	-0.02
Sterling	0.49	0.43	0.16	0.15	0.13	0.12	0.12	0.10	0.13	0.09	0.09	0.09	0.00	0.12	0.11	0.11	0.10	-0.01
Bristol	0.51	0.30	0.18	0.19	0.17	0.16	0.15	0.15	0.15	0.14	0.14	0.17	0.03	0.15	0.15	0.15	0.15	0.00
Magna	0.47	0.38	0.18	0.18	0.18	0.17	0.16	0.15	0.17	0.13	0.15	0.14	-0.01	0.16	0.16	0.15	0.15	0.00
Pyramid	0.17	0.11	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.00	0.04	0.04	0.04	0.04	0.00
Riviera	0.14	0.10	0.04	0.04	0.04	0.03	0.03	0.02	0.02	0.02	0.03	0.02	-0.01	0.03	0.02	0.02	0.02	-0.01
Bucks	0.13	0.07	0.04	0.04	0.03	0.04	0.03	0.03	0.04	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Richland 20's	0.12	0.07	0.05	0.05	0.05	0.05	0.04	0.04	0.05	0.03	0.03	0.05	0.02	0.04	0.04	0.04	0.04	0.00
American F/Lts	0.04	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.00	0.01	0.01	0.01	0.01	0.00	0.01	0.00
Covington	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
MO Branded Discount	0.64	0.48	0.39	0.36	0.39	0.30	0.24	0.23	0.22	0.25	0.19	0.20	0.01	0.23	0.21	0.22	0.22	-0.04
Total Branded Discount	28.11	25.39	24.00	23.89	23.87	23.69	23.84	23.51	23.33	23.67	23.16	23.93	0.77	23.51	23.56	23.41	23.52	-0.16
Basic Share of Discount	12.31	15.53	15.33	15.61	15.34	15.15	14.96	15.17	14.97	15.50	15.44	14.58	-0.86	15.06	15.15	15.32	15.12	0.00
Total Discount Category	39.73	36.00	33.09	32.53	32.22	31.89	31.97	31.46	31.61	31.54	30.84	31.71	0.87	31.65	31.58	31.39	31.43	-0.33

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Source: Nielsen Integrated Panel.

BENCHMARKS - TOTAL US
NIELSEN WEEKLY C-STORE AUDITS

	<u>Benchmarks</u>	<u>4 w/e 1-Oct</u>	<u>Current vs. Benchmark</u>
Philip Morris	45.2 (lower limit)	47.7	2.5 Favorable
Marlboro	28.2 (lower limit)	32.2	4.0 Favorable
OPB	7.7 (lower limit)	7.4	0.3 Unfavorable
Virginia Slims	2.3 (lower limit)	2.3	0.0 Favorable
Benson & Hedges	2.2 (lower limit)	2.0	0.2 Unfavorable
Merit	2.6 (lower limit)	2.6	0.0 Favorable
Parliament	0.4 (lower limit)	0.5	0.1 Favorable
Basic - Shr. of Discount	16.3 (lower limit)	15.1	1.2 Unfavorable
Discount Category	+2.0 Pts. (upper limit)*	31.4	3.5 Favorable
Private Label	10.2 (upper limit)	7.9	2.3 Favorable
Lowest Disc. Price **	\$1.34 (lower limit)	\$1.32	\$0.02 Unfavorable
Absolute Price Gap ***	\$0.57 (upper limit)	\$0.61	\$0.04 Unfavorable

* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.9%.

** Source: Nielsen Weekly Pricing Audits (linear average)

*** Marlboro versus lowest Discount.

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Weekly CS-800 bench

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

COMPANY	PM	RJR	B&W	American	Lorillard	Liggett				
Base March 1993	43.22	33.88	11.01	4.76	5.74	1.37				
October 1, 1994 (4WM)	<u>47.69</u>	<u>28.28</u>	<u>10.43</u>	<u>5.20</u>	<u>6.70</u>	<u>1.64</u>				
	4.47	(5.60)	(0.58)	0.44	0.96	0.27				
CATEGORY	Premium	Discount	Branded Discount	Private Label						
Base March 1993	60.26	39.73	28.11	11.63						
October 1, 1994 (4WM)	<u>68.57</u>	<u>31.43</u>	<u>23.52</u>	<u>7.90</u>						
	8.31	(8.30)	(4.59)	(3.73)						
MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel					
Base March 1993	24.43	7.70	5.16	0.51	4.27					
October 1, 1994 (4WM)	<u>32.21</u>	<u>7.44</u>	<u>5.73</u>	<u>1.34</u>	<u>5.06</u>					
	7.78	(0.26)	0.57	0.83	0.79					
MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now					
Base March 1993	3.90	3.39	3.70	1.41	0.46					
October 1, 1994 (4WM)	<u>4.68</u>	<u>3.21</u>	<u>3.41</u>	<u>1.12</u>	<u>0.36</u>					
	0.78	(0.18)	(0.29)	(0.29)	(0.10)					
BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC	
Base March 1993	4.89	1.46	0.40	3.36	0.75	0.90	4.08	2.88	4.95	
October 1, 1994 (4WM)	<u>4.75</u>	<u>1.22</u>	<u>0.30</u>	<u>4.74</u>	<u>0.99</u>	<u>1.29</u>	<u>2.24</u>	<u>0.56</u>	<u>5.57</u>	
	(0.14)	(0.24)	(0.10)	1.38	0.24	0.39	(1.84)	(2.32)	0.62	
PRIVATE LABEL	PM	RJR	Liggett	American						
Base March 1993	3.56	6.97	0.57	0.53						
October 1, 1994 (4WM)	<u>1.53</u>	<u>4.34</u>	<u>1.28</u>	<u>0.76</u>						
	(2.03)	(2.63)	0.71	0.23						

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Source: Nielsen Integrated Panel.

Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>				
Base July 1993	47.59	31.33	9.95	4.62	5.36	1.09				
October 1, 1994 (4WM)	<u>47.69</u>	<u>28.28</u>	<u>10.43</u>	<u>5.20</u>	<u>6.70</u>	<u>1.64</u>				
	0.10	(3.05)	0.48	0.58	1.34	0.55				
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>						
Base July 1993	64.00	36.00	25.39	10.62						
October 1, 1994 (4WM)	<u>68.57</u>	<u>31.43</u>	<u>23.52</u>	<u>7.90</u>						
	4.57	(4.57)	(1.87)	(2.72)						
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>					
Base July 1993	29.66	7.07	5.89	0.65	4.34					
October 1, 1994 (4WM)	<u>32.21</u>	<u>7.44</u>	<u>5.73</u>	<u>1.34</u>	<u>5.06</u>					
	2.55	0.37	(0.16)	0.69	0.72					
<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>					
Base July 1993	3.74	3.13	3.33	1.20	0.41					
October 1, 1994 (4WM)	<u>4.68</u>	<u>3.21</u>	<u>3.41</u>	<u>1.12</u>	<u>0.36</u>					
	0.94	0.08	0.08	(0.08)	(0.05)					
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>	
Base July 1993	5.59	1.38	0.34	3.50	0.77	0.84	3.34	1.64	4.44	
October 1, 1994 (4WM)	<u>4.75</u>	<u>1.22</u>	<u>0.30</u>	<u>4.74</u>	<u>0.99</u>	<u>1.29</u>	<u>2.24</u>	<u>0.56</u>	<u>5.57</u>	
	(0.84)	(0.16)	(0.04)	1.24	0.22	0.45	(1.10)	(1.08)	1.13	
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>						
Base July 1993	3.05	6.32	0.52	0.73						
October 1, 1994 (4WM)	<u>1.53</u>	<u>4.34</u>	<u>1.28</u>	<u>0.76</u>						
	(1.52)	(1.98)	0.76	0.03						

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Source: Nielsen Integrated Panel.

Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	9/10/94	9/17/94	9/24/94	10/1/94	9/10/94	9/17/94	9/24/94	10/1/94	9/10/94	9/17/94	9/24/94	10/1/94	9/10/94	9/17/94	9/24/94	10/1/94	9/10/94	9/17/94	9/24/94	10/1/94
Philip Morris	61	60	61	59	25	22	22	23	27	24	23	24	15	16	15	13	36	34	36	34
PM Premium	56	55	54	53	15	12	11	11	19	18	16	17	15	16	14	13	36	34	36	34
PM Discount	24	22	21	23	16	15	15	16	12	10	9	10	2	2	2	1				
PM Brd Disc	24	22	21	23	16	15	15	16	12	10	9	10	2	2	2	1				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Marlboro	48	47	46	46	15	12	11	11	14	12	10	11	1	1	1	1	35	34	36	33
Red	15	12	11	11	5	4	3	3	11	8	8	8	1	1	0	1				
Lights	21	16	15	14	11	9	8	7	11	10	8	7	1	1	1	1				
Medium	10	9	9	10	6	5	4	4	5	5	5	6	0	0	0	1				
PM Other Premium	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A				
Benson & Hedges	13	13	12	11	0	0	0	0	1	1	1	1	12	12	11	10				
Merit	6	8	9	10	0	0	0	0	4	5	5	6	1	2	2	2	1	1	2	3
Virginia Slims	4	4	3	4	0	0	0	0	2	2	2	2	1	1	1	1	1	1	1	2
Parliament	1	1	1	1	0	0	0	0	1	1	1	1	0	0	0	0				
Saratoga	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	14	13	12	10	12	11	10	9	2	2	2	2	1	1	1	1				
Alpine	1	1	2	2	1	1	1	2	0	0	0	0	1	1	1	1				
Bristol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Basic	14	12	12	14	4	4	5	7	11	9	8	9	0	0	0	0				
PM Private Label	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
R.J. Reynolds	74	74	74	76	25	26	25	27	37	36	35	30	48	48	47	46	31	32	36	39
RJR Premium	71	71	71	72	21	21	20	16	37	36	35	30	43	42	41	40	31	32	36	39
RJR Discount	26	27	29	30	8	8	10	14	0	0	0	0	21	23	22	21				
Brown & Williamson	32	34	33	32	6	6	6	6	6	7	5	5	28	28	27	28	1	1	1	1
B & W Premium	25	27	27	25	6	6	6	6	5	6	5	4	19	20	20	19				
B & W Discount	17	17	15	15	0	0	0	0	1	1	1	1	17	17	15	15				
Lorillard	40	40	41	42	0	0	0	0	1	1	1	1	40	40	41	42				
Lorillard Premium	37	38	39	41	0	0	0	0	1	1	1	1	37	38	39	40				
Lorillard Discount	12	11	11	11	0	0	0	0	0	0	0	0	12	11	11	11				
American Tobacco	33	33	34	34	10	9	9	8	6	6	7	8	26	28	28	28	2	2	2	2
American Premium	9	11	11	12	2	4	4	5	0	0	0	0	7	8	8	8	2	2	2	2
American Discount	30	29	30	29	9	7	6	5	6	6	7	8	24	25	25	25				
Liggett	8	7	7	7	1	1	1	1	0	0	0	0	7	6	7	6				
Liggett Premium	5	5	4	5	1	1	1	1	0	0	0	0	4	4	3	3				
Liggett Discount	4	4	4	4	0	0	0	0	0	0	0	0	4	4	4	4				

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NOTE: Money Off Includes: Buy Down Stickers. Others Includes: Refund Offers, Sweepstakes, and Mail In Offer.

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	9/10/94	9/17/94	9/24/94	10/1/94	9/10/94	9/17/94	9/24/94	10/1/94	9/10/94	9/17/94	9/24/94	10/1/94	9/10/94	9/17/94	9/24/94	10/1/94	9/10/94	9/17/94	9/24/94	10/1/94
Marlboro	48	47	46	46	15	12	11	11	14	12	10	11	1	1	1	1	35	34	36	33
Winston	63	61	61	58	19	20	17	14	21	18	16	15	38	36	34	29	26	26	23	24
Winston Select	49	46	44	38	19	20	17	14	16	14	11	11	31	30	28	23				
Winston Select Lights	45	44	41	35	16	17	15	12	15	13	10	10	29	28	27	22				
Winston Less Select	37	37	34	34	0	0	0	0	6	5	5	5	11	11	10	9				
Winston B&G3F	17	16	13	10	17	16	13	10	0	0	0	0	0	0	0	0				
GPC	15	15	12	13	0	0	0	0	0	0	0	0	15	15	12	13				
Basic	14	12	12	14	4	4	5	7	11	9	8	9	0	0	0	0				
Doral	19	20	22	23	3	3	6	9	0	0	0	0	18	18	17	16				
Camel	50	51	57	56	4	4	4	3	26	27	27	21	20	18	18	21	23	26	33	35
Camel Filter	39	37	38	36	4	4	4	3	26	27	27	21	20	18	18	21				
Camel Wides	6	5	6	8	0	0	0	0	1	1	1	2	5	4	5	6				
Camel Special Lights	24	22	22	21	4	3	4	3	10	10	10	9	15	13	13	13				
Camel Non-Filter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Salem	7	6	6	6	0	0	0	1	0	0	0	0	6	5	6	5	1	0	0	0
Newport	21	21	22	20	0	0	0	0	1	1	1	1	19	20	21	19				
Kool	20	20	21	20	3	3	3	3	0	0	0	0	18	17	18	18	1	1	1	1
Virginia Slims	4	4	3	4	0	0	0	0	2	2	2	2	1	1	1	1	1	1	1	2
Merit	6	8	9	10	0	0	0	0	4	5	5	6	1	2	2	2	1	1	2	3
Benson & Hedges	13	13	12	11	0	0	0	0	1	1	1	1	12	12	11	10				
Monarch	12	12	12	13	6	6	5	6	0	0	0	0	7	8	9	8				
Cambridge	14	13	12	10	12	11	10	9	2	2	2	2	1	1	1	0				
Vantage	4	4	4	4	0	0	0	0	0	0	0	0	4	4	4	4				
Carlton	9	11	11	11	2	4	4	5	0	0	0	0	7	8	8	7	2	2	2	2
Montclair	15	16	16	15	0	1	1	1	3	3	4	5	13	14	13	12				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Pall Mall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Misty	24	22	22	23	9	5	5	3	3	3	3	3	18	18	18	19				
Kent	2	2	1	1	0	0	0	0	0	0	0	0	2	2	1	1				
Kent International	1	1	1	1	0	0	0	0	1	1	1	1	1	1	1	1				
Viceroy	3	3	3	2	0	0	0	0	0	0	0	0	3	3	3	2				
Capri	14	14	14	13	3	3	3	3	5	6	5	4	8	8	8	7				
Now	0	1	1	1	0	0	0	0	0	0	0	0	0	1	1	1				
More	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				

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NOTE: Money Off Includes Buy Down Stickers. Others Includes: Refund Offers, Sweepstakes, and Mail In Offer.

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	9/10/94	9/17/94	9/24/94	10/1/94	9/10/94	9/17/94	9/24/94	10/1/94	9/10/94	9/17/94	9/24/94	10/1/94	9/10/94	9/17/94	9/24/94	10/1/94	9/10/94	9/17/94	9/24/94	10/1/94
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
RJR PL	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
American PL	1	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0				
Liggett PL	2	2	2	1	0	0	0	0	0	0	0	0	2	2	2	1				
Total PL	4	5	5	4	0	0	0	0	0	0	0	0	3	4	4	4				
Basic	14	12	12	14	4	4	5	7	11	8	8	9	0	0	0	0				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Monarch	12	12	12	13	6	6	5	6	0	0	0	0	7	8	9	8				
GPC	15	15	12	13	0	0	0	0	0	0	0	0	15	15	12	13				
Raleigh Extra	4	5	4	3	0	0	0	0	0	0	0	0	4	5	4	3				
Doral	19	20	22	23	3	3	6	9	0	0	0	0	18	18	17	16				
Cambridge	14	13	12	10	12	11	10	9	2	2	2	2	1	1	1	0				
Viceroy	3	3	3	2	0	0	0	0	0	0	0	0	3	3	3	2				
Nisty	24	22	22	23	9	5	5	3	3	3	3	3	18	18	18	19				
Montclair	15	16	16	15	0	1	1	1	3	3	4	5	13	14	13	12				
Alpine	1	1	2	2	1	1	1	2	0	0	0	0	1	1	1	1				
Old Gold	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Sterling	1	1	2	1	0	0	0	0	0	0	0	0	1	1	2	1				
Bristol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Magna	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0				
Pyramid	2	1	1	1	0	0	0	0	0	0	0	0	2	1	1	1				
Riviera	2	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
Bucks	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Richland 20's	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
American F&Lts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Covington	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Total Branded Discount	56	57	55	59	27	23	24	28	17	15	15	18	42	45	43	43				
Total Discount	57	57	56	60	27	24	25	29	17	15	15	18	42	46	44	44				

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NOTE: Money Off Includes: Buy Down Stickers. Others Includes: Refund Offers, Sweepstakes, and Mail In Offer.

NIELSEN PRICING AUDIT
NET PACK PRICES - 10/01/94

	JUL 9 1994	JUL 16 1994	JUL 23 1994	JUL 30 1994	AUG 6 1994	AUG 13 1994	AUG 20 1994	AUG 27 1994	SEPT 3 1994	SEPT 10 1994	SEPT 17 1994	SEPT 24 1994	OCT 1 1994	DIFF VS WAGO
PREMIUM	\$1.91	\$1.92	\$1.91	\$1.91	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$0.00
MARLBORO	\$1.92	\$1.92	\$1.92	\$1.92	\$1.93	\$1.92	\$1.93	\$1.93	\$1.93	\$1.93	\$1.93	\$1.93	\$1.93	\$0.00
WINSTON	\$1.90	\$1.91	\$1.90	\$1.90	\$1.91	\$1.91	\$1.91	\$1.90	\$1.90	\$1.90	\$1.90	\$1.90	\$1.90	\$0.00
DIFFERENCE	\$0.02	\$0.01	\$0.02	\$0.02	\$0.02	\$0.01	\$0.02	\$0.03	\$0.03	\$0.03	\$0.03	\$0.03	\$0.03	\$0.00
CAMBRIDGE	\$1.55	\$1.56	\$1.56	\$1.56	\$1.56	\$1.56	\$1.57	\$1.57	\$1.56	\$1.56	\$1.55	\$1.57	\$1.56	-\$0.01
DORAL	\$1.47	\$1.47	\$1.47	\$1.46	\$1.47	\$1.46	\$1.47	\$1.47	\$1.46	\$1.45	\$1.46	\$1.46	\$1.46	\$0.00
BASIC	\$1.55	\$1.55	\$1.55	\$1.55	\$1.57	\$1.56	\$1.56	\$1.56	\$1.56	\$1.55	\$1.57	\$1.56	\$1.56	\$0.00
RJR PRIVATE LABEL	\$1.33	\$1.33	\$1.33	\$1.33	\$1.34	\$1.35	\$1.35	\$1.34	\$1.35	\$1.35	\$1.36	\$1.36	\$1.35	-\$0.01
BEST VALUE	\$1.41	\$1.43	\$1.41	\$1.42	\$1.43	\$1.41	\$1.40	\$1.38	\$1.38	\$1.38	\$1.37	\$1.39	\$1.41	\$0.02
MONARCH	\$1.47	\$1.48	\$1.49	\$1.47	\$1.49	\$1.48	\$1.49	\$1.49	\$1.48	\$1.46	\$1.47	\$1.47	\$1.47	\$0.00
GPC	\$1.39	\$1.40	\$1.38	\$1.39	\$1.40	\$1.40	\$1.41	\$1.41	\$1.41	\$1.40	\$1.41	\$1.41	\$1.40	-\$0.01
MONTCLAIR	\$1.43	\$1.44	\$1.44	\$1.44	\$1.45	\$1.43	\$1.43	\$1.44	\$1.43	\$1.42	\$1.43	\$1.43	\$1.42	-\$0.01
ALL AMERICAN VALUE	\$1.43	\$1.45	\$1.51	\$1.49	\$1.49	\$1.45	\$1.46	\$1.49	\$1.44	\$1.44	\$1.53	\$1.47	\$1.47	\$0.00
LOWEST PRIVATE LABEL	\$1.35	\$1.34	\$1.34	\$1.34	\$1.35	\$1.35	\$1.35	\$1.34	\$1.35	\$1.35	\$1.34	\$1.35	\$1.34	-\$0.01
LOWEST BRND DISC	\$1.38	\$1.38	\$1.38	\$1.38	\$1.39	\$1.38	\$1.39	\$1.38	\$1.38	\$1.37	\$1.37	\$1.38	\$1.38	\$0.00
LOWEST DISCOUNT	\$1.32	\$1.33	\$1.33	\$1.32	\$1.34	\$1.33	\$1.34	\$1.33	\$1.32	\$1.32	\$1.32	\$1.33	\$1.32	-\$0.01
MARLBORO														
% GAP	45.5%	44.4%	44.4%	45.5%	44.0%	44.4%	44.0%	45.1%	46.2%	46.2%	46.2%	45.1%	46.2%	1.1%
\$ GAP	\$0.60	\$0.59	\$0.59	\$0.60	\$0.59	\$0.59	\$0.59	\$0.60	\$0.61	\$0.61	\$0.61	\$0.60	\$0.61	\$0.01

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CS Pricing

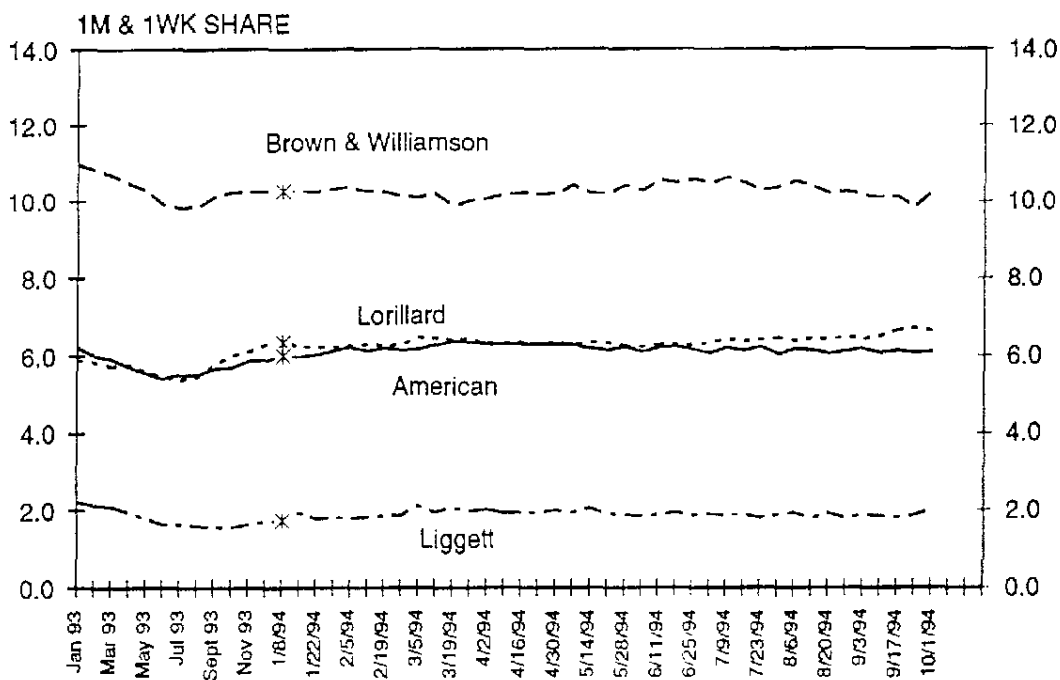
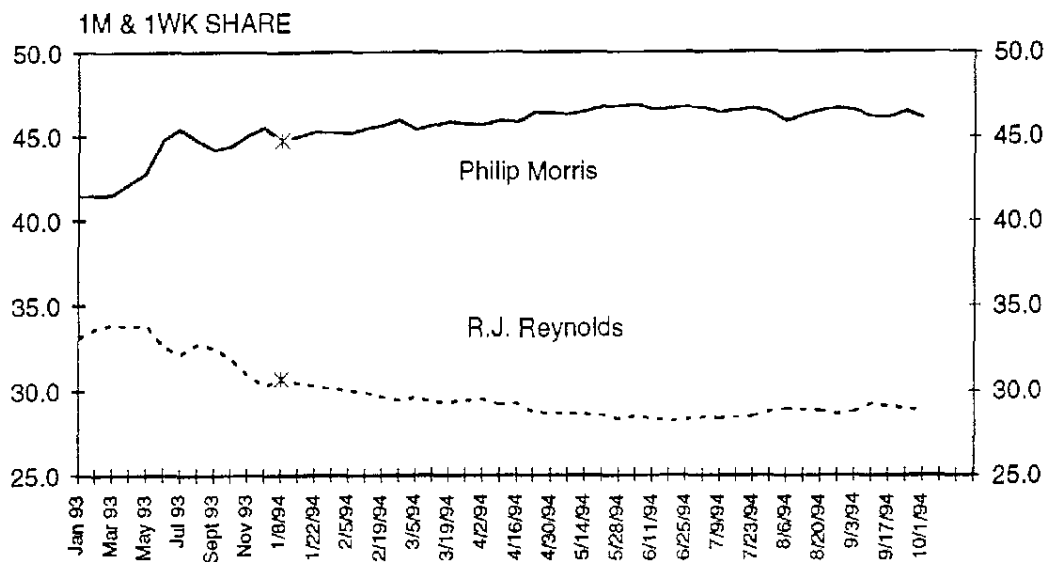
NIELSEN PRICING AUDIT
NET CARTON PRICES - 10/01/94

	JUL 9 1994	JUL 16 1994	JUL 23 1994	JUL 30 1994	AUG 6 1994	AUG 13 1994	AUG 20 1994	AUG 27 1994	SEPT 3 1994	SEPT 10 1994	SEPT 17 1994	SEPT 24 1994	OCT 1 1994	DIFF VS WAGO
PREMIUM	\$16.30	\$16.32	\$16.35	\$16.33	\$16.29	\$16.25	\$16.19	\$16.19	\$16.19	\$16.13	\$16.17	\$16.22	\$16.22	\$0.00
MARLBORO	\$16.40	\$16.41	\$16.44	\$16.43	\$16.44	\$16.46	\$16.39	\$16.43	\$16.44	\$16.37	\$16.43	\$16.42	\$16.42	\$0.00
WINSTON	\$16.17	\$16.21	\$16.23	\$16.18	\$16.09	\$15.98	\$15.87	\$15.82	\$15.83	\$15.79	\$15.79	\$15.83	\$15.88	\$0.05
DIFFERENCE	\$0.23	\$0.20	\$0.21	\$0.25	\$0.35	\$0.48	\$0.52	\$0.61	\$0.61	\$0.58	\$0.64	\$0.59	\$0.54	-\$0.05
CAMBRIDGE	\$13.85	\$13.89	\$13.93	\$14.00	\$13.98	\$13.86	\$13.89	\$13.83	\$13.87	\$13.87	\$13.86	\$13.86	\$13.90	\$0.04
DORAL	\$12.90	\$12.85	\$12.83	\$12.84	\$12.73	\$12.76	\$12.59	\$12.50	\$12.44	\$12.47	\$12.53	\$12.55	\$12.51	-\$0.04
BASIC	\$13.48	\$13.59	\$13.52	\$13.52	\$13.48	\$13.38	\$13.43	\$13.48	\$13.51	\$13.43	\$13.47	\$13.54	\$13.59	\$0.05
RJR PRIVATE LABEL	\$12.12	\$12.02	\$12.12	\$12.22	\$12.02	\$11.99	\$11.93	\$11.81	\$11.70	\$11.73	\$11.92	\$11.84	\$11.85	\$0.01
BEST VALUE	\$12.60	\$12.43	\$12.44	\$12.42	\$12.35	\$12.29	\$12.23	\$12.24	\$11.97	\$11.94	\$12.16	\$12.05	\$12.25	\$0.20
MONARCH	\$12.74	\$12.80	\$12.75	\$12.59	\$12.48	\$12.31	\$12.36	\$12.14	\$12.25	\$12.11	\$12.13	\$12.07	\$12.21	\$0.14
GPC	\$12.19	\$12.32	\$12.26	\$12.29	\$12.27	\$12.18	\$12.04	\$12.22	\$12.11	\$12.13	\$12.15	\$12.22	\$12.23	\$0.01
MONTCLAIR	\$12.75	\$12.78	\$12.80	\$12.80	\$12.73	\$12.59	\$12.68	\$12.54	\$12.62	\$12.63	\$12.64	\$12.68	\$12.69	\$0.01
ALL AMERICAN VALUE	\$13.20	\$13.29	\$13.40	\$13.70	\$13.32	\$13.30	\$13.31	\$13.07	\$13.06	\$13.23	\$13.07	\$13.24	\$13.44	\$0.20
LOWEST PRIVATE LABEL	\$11.73	\$11.71	\$11.74	\$11.82	\$11.69	\$11.81	\$11.65	\$11.51	\$11.55	\$11.54	\$11.64	\$11.52	\$11.60	\$0.08
LOWEST BRND DISC	\$12.12	\$12.10	\$12.11	\$12.12	\$11.96	\$11.92	\$11.89	\$11.88	\$11.77	\$11.78	\$11.84	\$11.86	\$11.86	\$0.00
LOWEST DISCOUNT	\$11.70	\$11.70	\$11.67	\$11.68	\$11.56	\$11.53	\$11.50	\$11.45	\$11.40	\$11.40	\$11.47	\$11.49	\$11.51	\$0.02
MARLBORO														
% GAP	40.2%	40.3%	40.9%	40.7%	42.2%	42.8%	42.5%	43.5%	44.2%	43.6%	43.2%	42.9%	42.7%	-0.2%
\$ GAP	\$4.70	\$4.71	\$4.77	\$4.75	\$4.88	\$4.93	\$4.89	\$4.98	\$5.04	\$4.97	\$4.96	\$4.93	\$4.91	-\$0.02

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Supr Pricing

ALL OUTLETS COMBINED COMPANY TOTALS

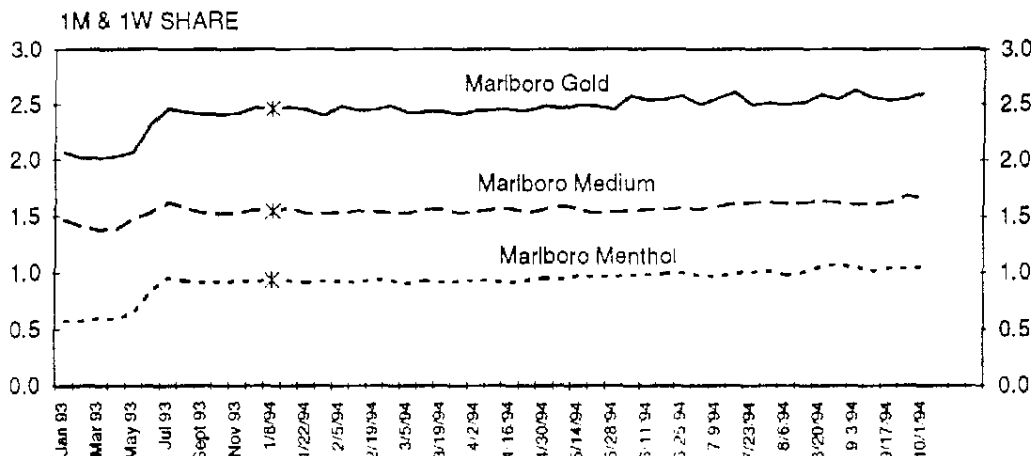
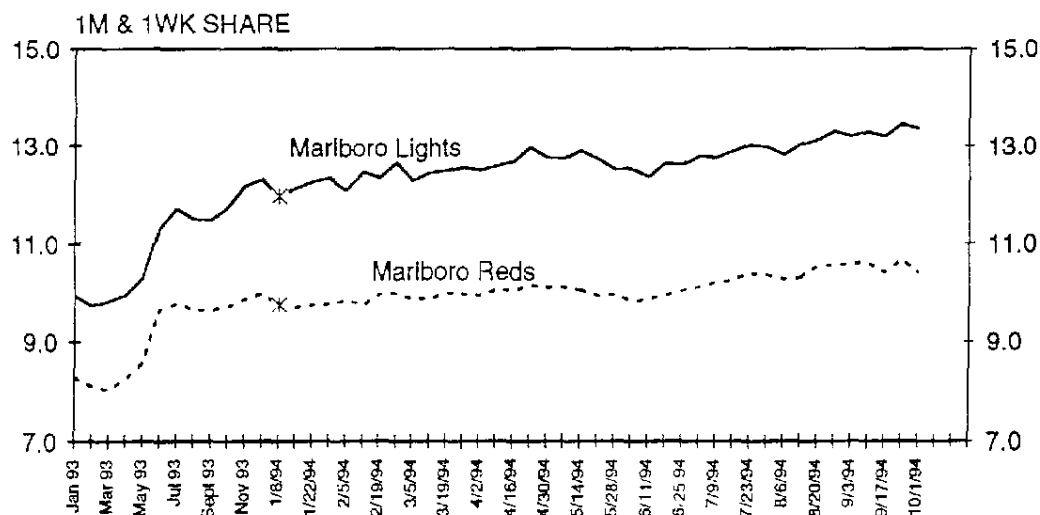
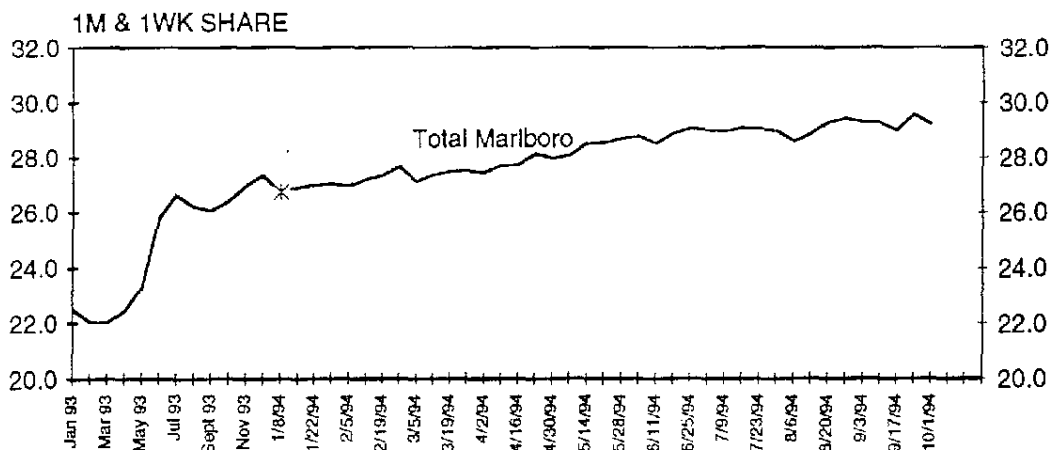


Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated Nielsen service began w/e 1/8/94.

*First weekly observation data point

ALL OUTLETS COMBINED MARLBORO

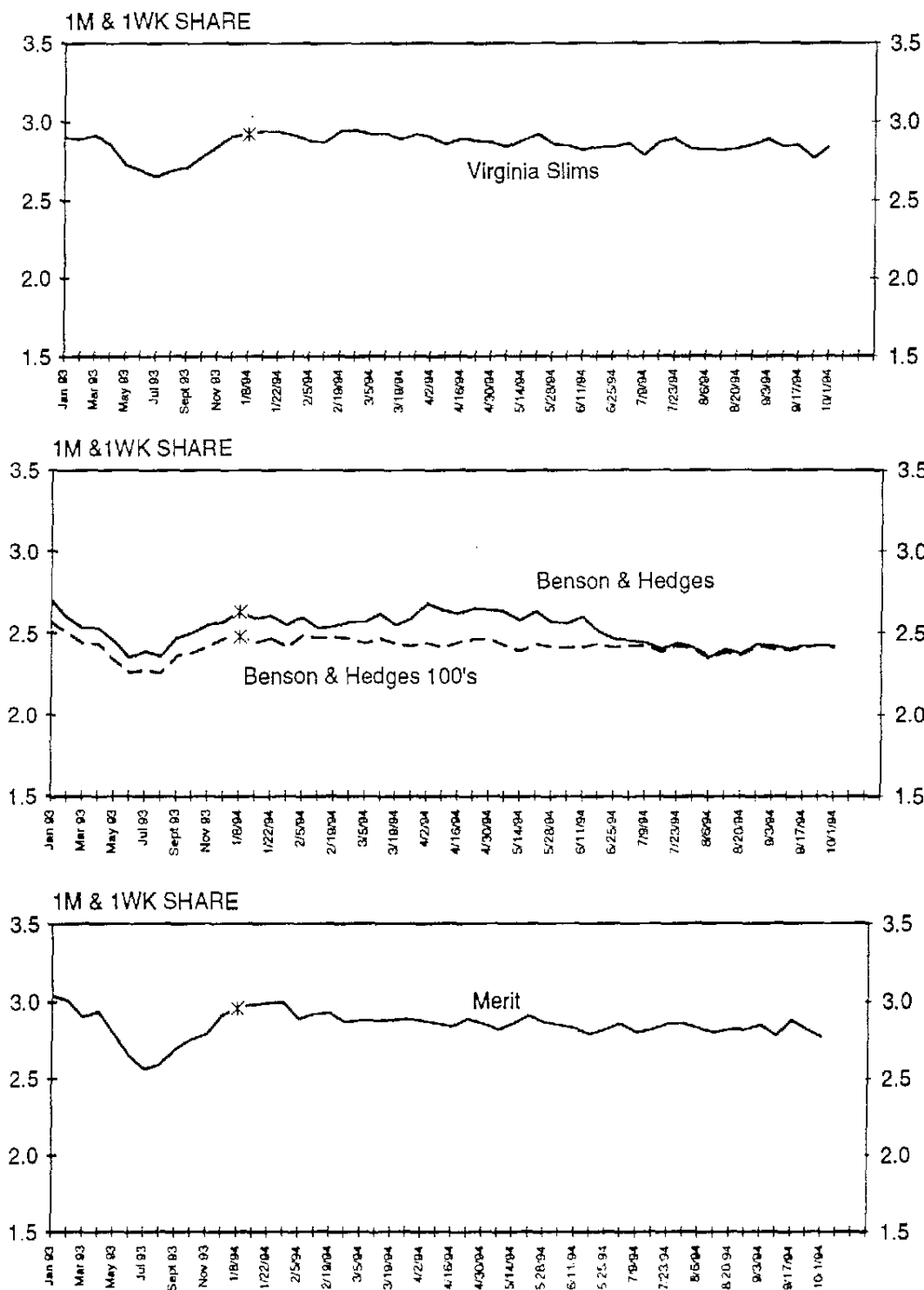


Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated Nielsen service began w/e 1/8/94.

*First weekly observation data point

ALL OUTLETS COMBINED PM OTHER PREMIUM BRANDS

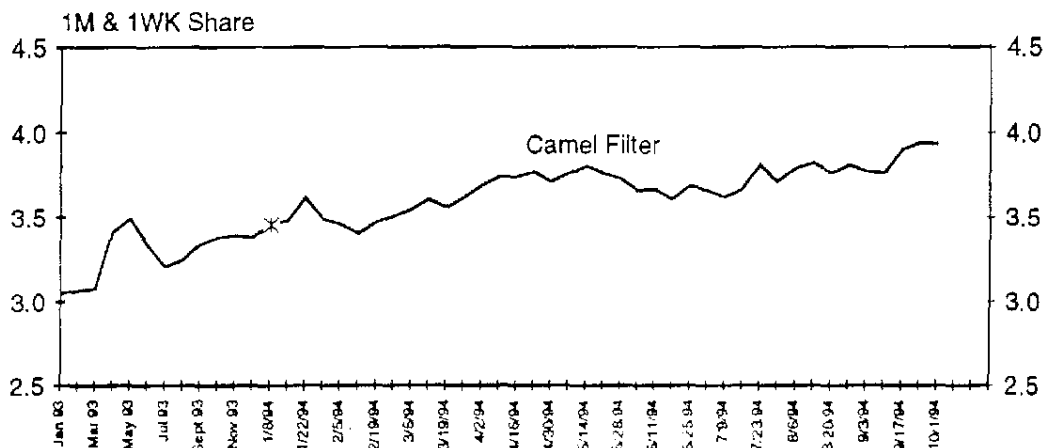
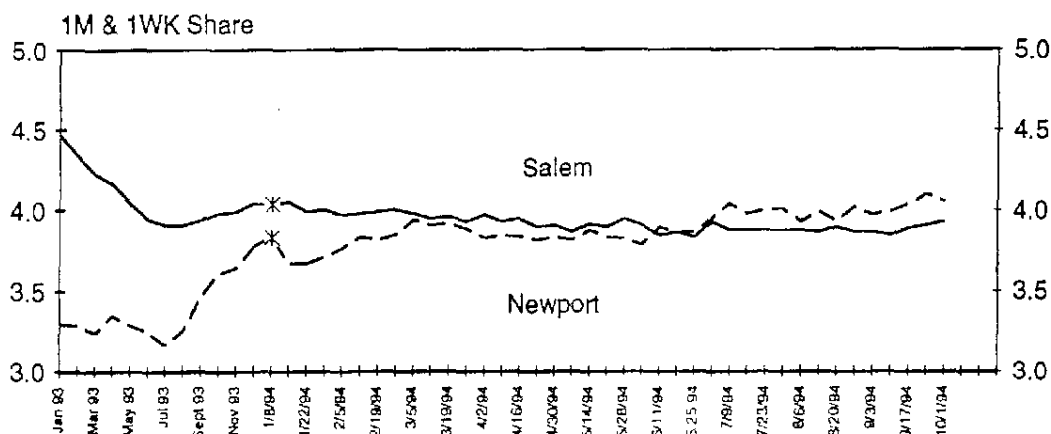
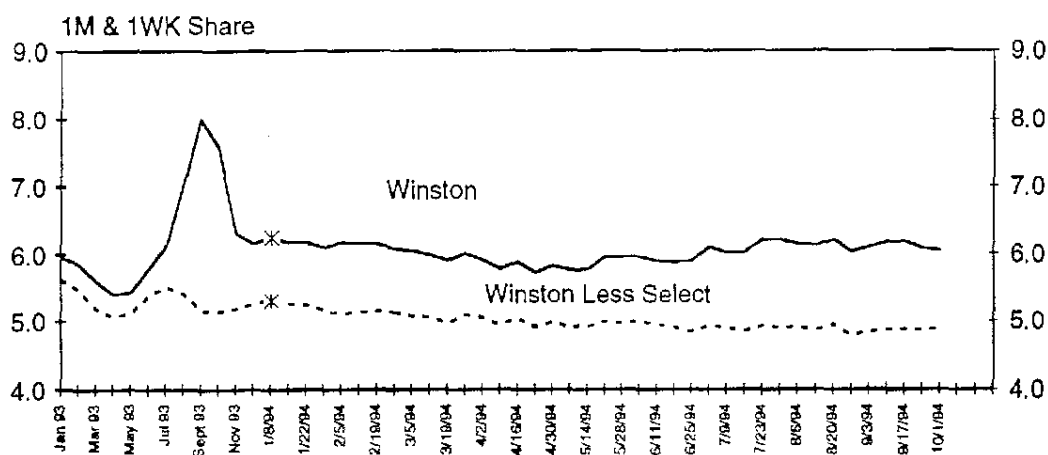


Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated Nielsen service began w/e 1/8/94

* First weekly observation data point

ALL OUTLETS COMBINED COMPETITIVE PREMIUM BRANDS



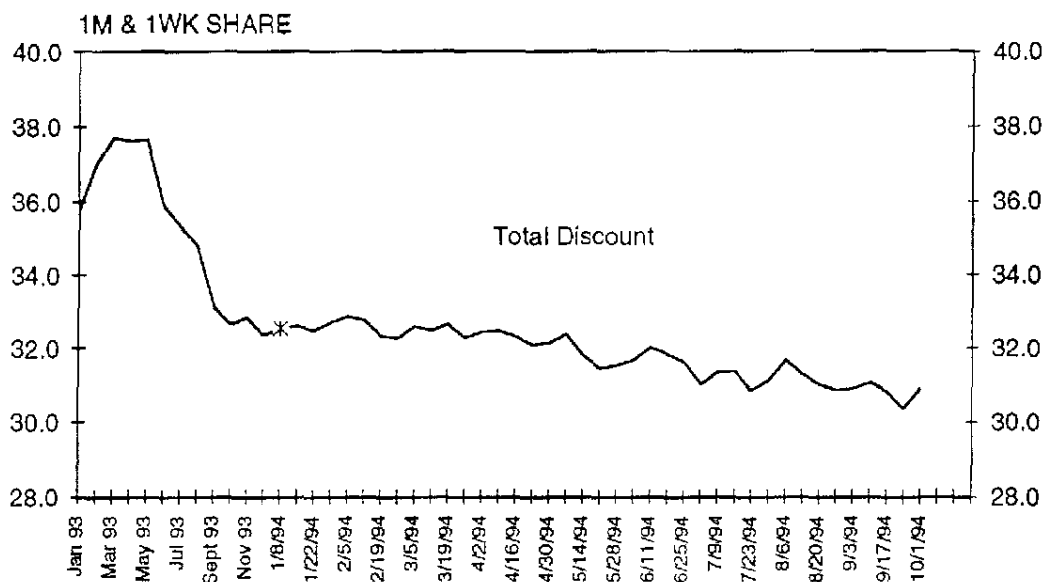
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Note: Weekly Integrated Nielsen service began w/e 1/8/94.

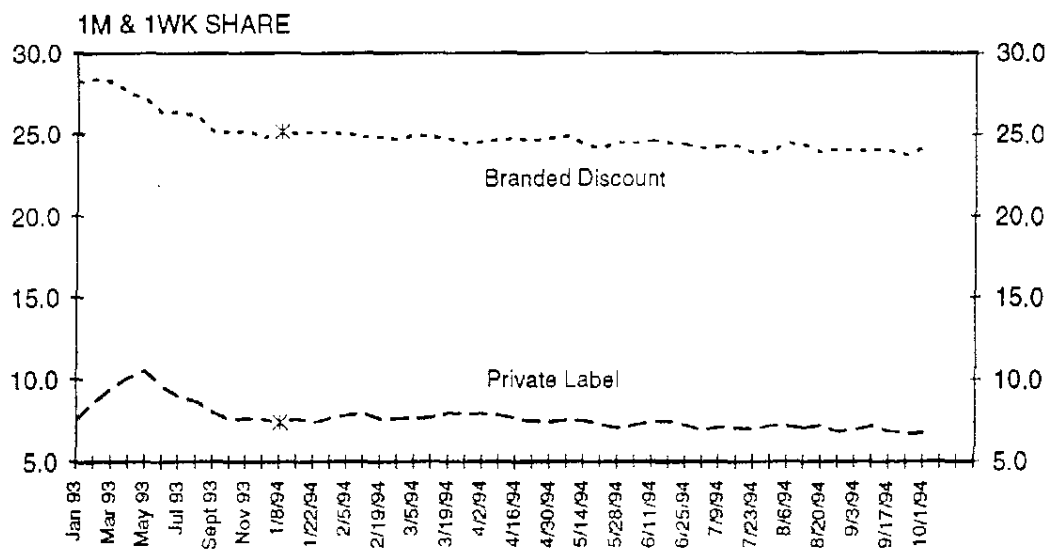
* First weekly observation data point

ALL OUTLETS COMBINED

TOTAL DISCOUNT CATEGORY



DISCOUNT SEGMENTS

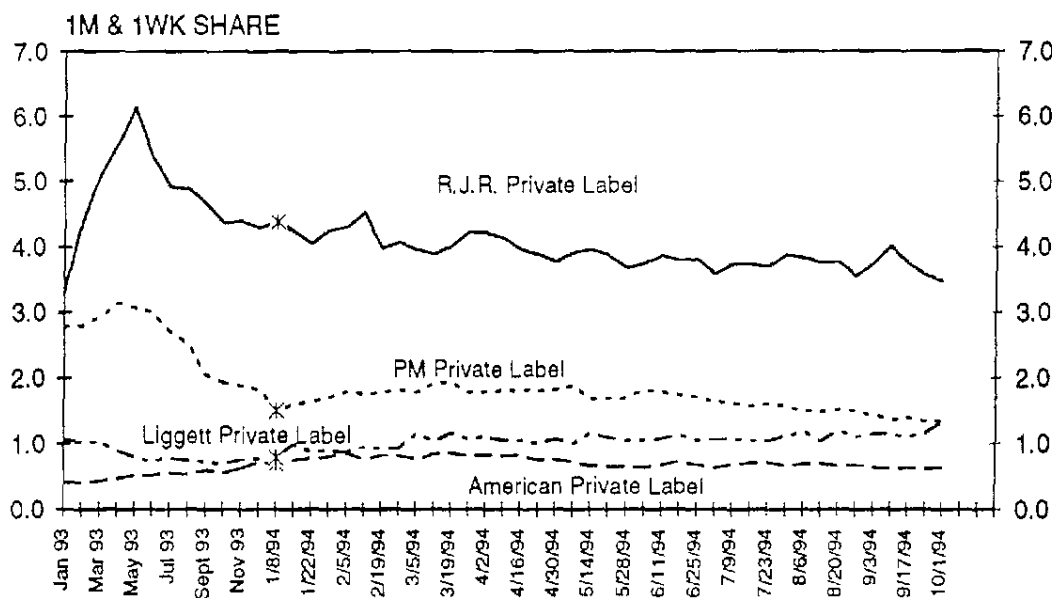
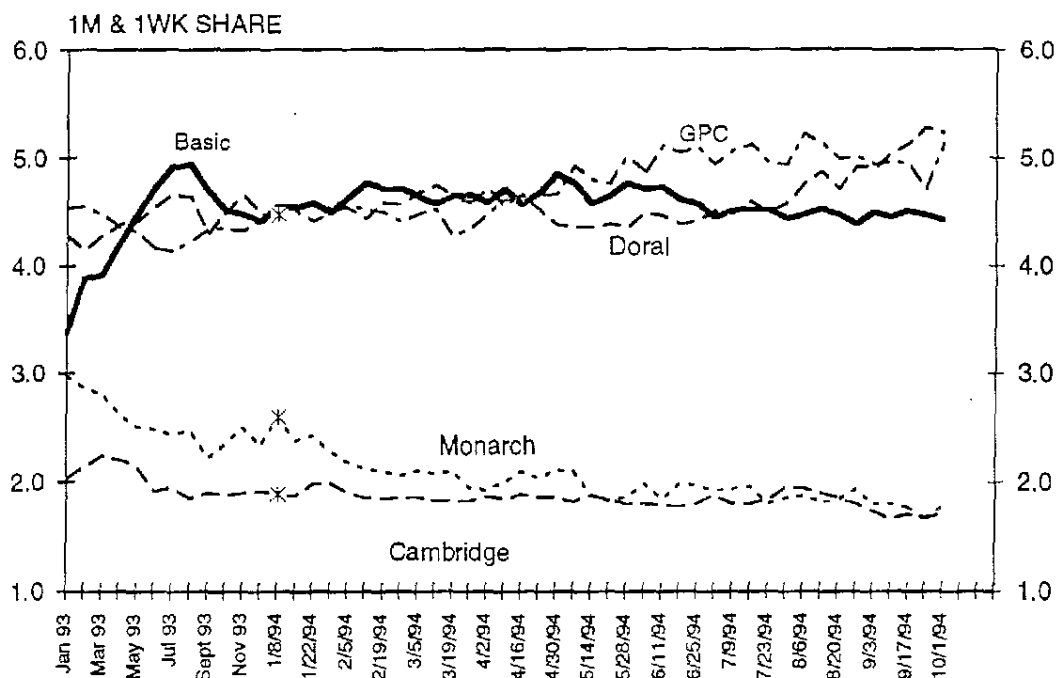


Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated Nielsen service began w/e 1/8/94.

*First weekly observation data point

ALL OUTLETS COMBINED BRANDED DISCOUNTS & PRIVATE LABEL

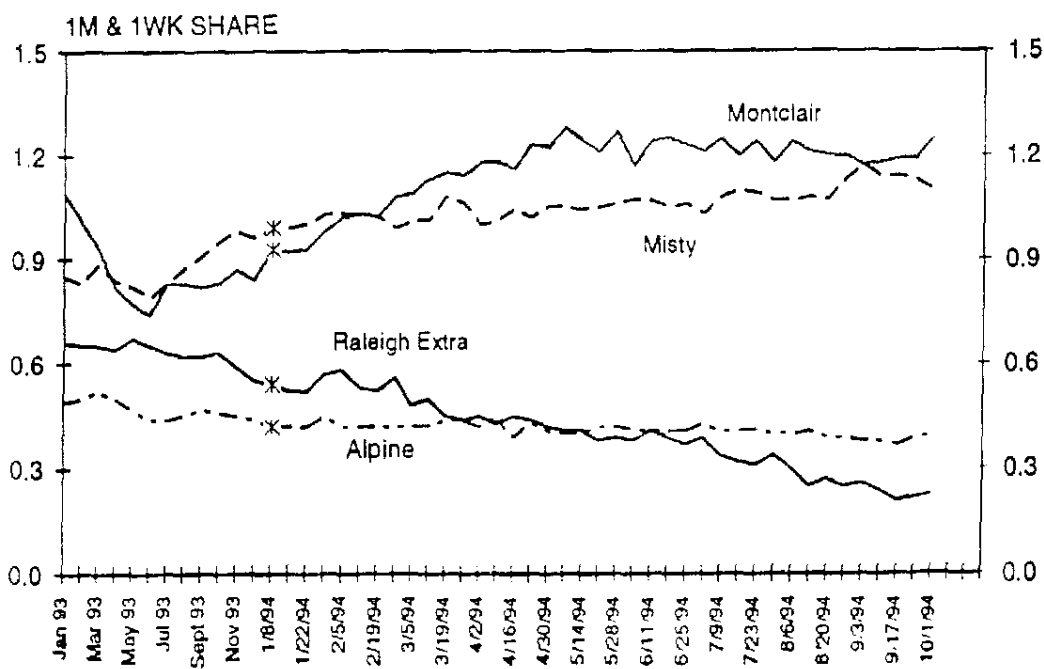
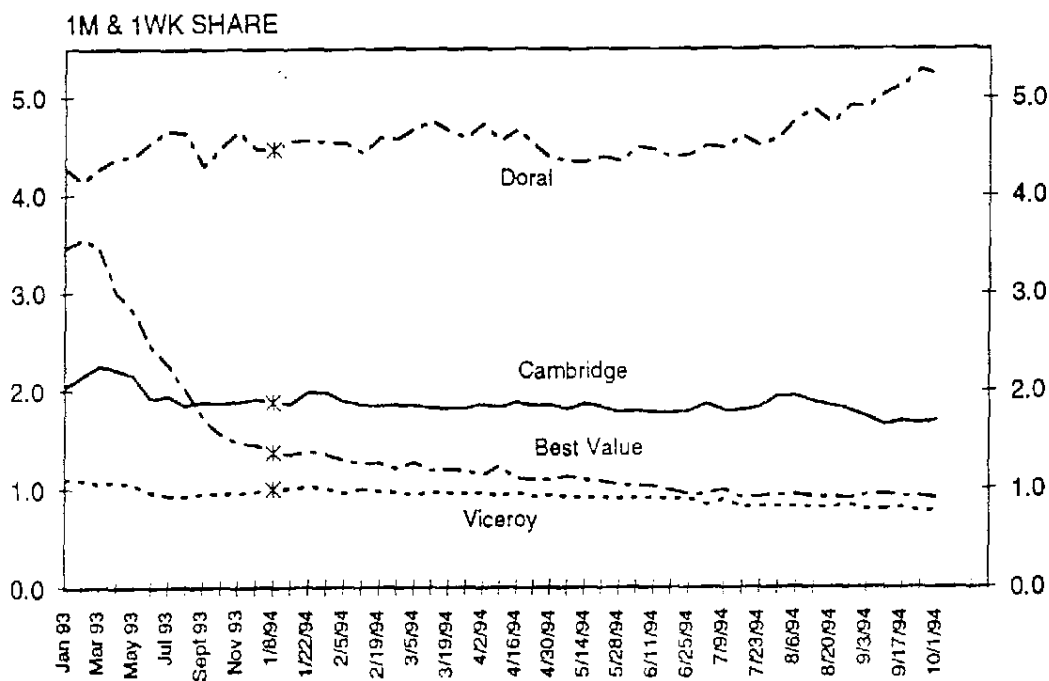


Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated service began w/e 1/8/94.

*First weekly observation data point

ALL OUTLETS COMBINED MAJOR DISCOUNT BRANDS



Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated Nielsen service began w/e 1/8/94.

*First weekly observation data point

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